

REGIONAL DISTRICT OF NANAIMO

NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE

THURSDAY, April 20, 2017

11:30 AM

RDN OCEANSIDE PLACE

Multi-Purpose Room 1

(830 Island Hwy W, Parksville, BC)

A G E N D A

PAGES

1. CALL TO ORDER

2. APPROVAL OF THE AGENDA

3. ADOPTION OF MINUTES

3-4

3.1 Minutes of the Northern Community Economic Development Select Committee meeting held on March 9, 2017

That the minutes of the Northern Community Economic Development Select Committee meeting held on March 9, 2017 be approved.

4. DELEGATIONS

4.1 Mike Andrews, President and Jim Windsor, Director, Echo Players Society – Mural Project

4.2 Evelyn Clark, President/Chief Executive Officer, Qualicum Beach Chamber of Commerce – Entrepreneur’s Toolkit Workshop

4.3 Daniel Sailland, Chief Administrative Officer, Town of Qualicum Beach – Renovating the Old Fire Hall for Regional Industry Growth

4.4 Monica Shore, Coordinator, Mt. Arrowsmith Biosphere Region at Vancouver Island University – An Amazing Places Passport Program

4.5 Cheryl Dill, Executive Director, Central Vancouver Island Job Opportunities Building Society – Blade Runners 2017-2018

4.6 Kim Burden, Executive Director, Parksville and District Chamber of Commerce – Mid Island Tech Forum

5. CORRESPONDENCE

6. UNFINISHED BUSINESS

7. STAFF REPORTS

5-109

7.1 Northern Community Economic Development – Spring 2017 Proposals

8. BUSINESS ARISING FROM DELEGATIONS

9. NEW BUSINESS

9.1 Next Meeting (Verbal Update)

10. IN CAMERA

11. ADJOURNMENT

Distribution: B. Rogers, J. Stanhope, J. Fell, B. Veenhof, M. Lefebvre, T. Westbroek, P. Carlyle, G. Garbutt, P. Thompson, S. Horsburgh, P. Sherman

For Information Only: D. Sailland, D. Comis, B. Ritter

REGIONAL DISTRICT OF NANAIMO

**MINUTES OF THE
NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE
MEETING HELD ON THURSDAY, MARCH 9, 2017 AT 12:00 PM
(RDN OCEANSIDE PLACE)**

Present:

Director B. Rogers	Chairperson
Director J. Stanhope	Electoral Area G
Director B. Veenhof	Electoral Area H
Director M. Lefebvre	City of Parksville
Director T. Westbroek	Town of Qualicum Beach
Alternate J. McLean	Electoral Area F

Regrets:

Director J. Fell	Electoral Area F
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Also in Attendance:

P. Carlyle	Chief Administrative Officer
G. Garbutt	GM Strategic & Community Development
P. Thompson	Manager of Long Range Planning
S. Horsburgh	Sustainability Coordinator
P. Sherman	Recording Secretary

CALL TO ORDER

The Chairperson called the meeting to order and respectfully acknowledged the Coast Salish Nations on whose traditional territory the meeting took place.

The Chairperson welcomed Alternate Director McLean to the meeting.

DELEGATIONS

Evelyn Clark, President/CEO, Qualicum Beach Chamber of Commerce and Visitor Centre, re Study of the Economic Impact of Summer Events in Qualicum – 2015 Initiative

Evelyn Clark provided a summary of the 2015 study on the impact of summer events in Qualicum Beach and how funding was utilized.

Janet Thony, President, Coombs Farmers' Institute, re Parksville Qualicum Beach Growers Guide Magazine – 2016 Initiative

Janet Thony gave an overview of the process that was involved to create the Parksville Qualicum Beach Growers Guide that was envisioned as a brochure and developed into a magazine with 40,000 copies printed and being distributed throughout 2017.

The project received a great deal of support through various avenues and there is a surplus of funds received from the Northern Community Economic Development program for this application in the amount of \$2,909.

Joan Miller, Executive Director/Film Commissioner, Vancouver Island North Film Commission, re Film Sector Development – 2016 Initiative

Joan Miller spoke about the success of the Vancouver Island North Film Commission Film Sector Development Project, Phase Two – Capacity Building - Film and New Media Industry that focused on development of a skilled film sector workforce, attracting and promoting the film sector and identifying needs and opportunities to attract the film sector to the region.

Cheryl Dill, Executive Director, Central Vancouver Island Job Opportunities Building Society, re BladeRunners Program – 2016 Initiative

Cheryl Dill presented a slide presentation on the success of the 2016 BladeRunners Program that focused on youth employment training in landscaping and construction.

The meeting recessed at 1:25 PM.

The meeting reconvened at 1:29 PM.

MINUTES

MOVED Director Fell, SECONDED Director Veenhof that the minutes of the Northern Community Economic Development Select Committee meeting held on November 9, 2016, be adopted.

CARRIED

COMMUNICATIONS/CORRESPONDENCE

Summary Report – Coombs Farmers’ Institute – Parksville Qualicum Growers Guide Brochure

MOVED Director Fell, SECONDED Director Veenhof that the Summary Report – Coombs Farmers’ Institute – Parksville Qualicum Growers Guide Brochure be received.

CARRIED

BUSINESS ARISING FROM DELEGATIONS OR COMMUNICATIONS

Coombs Farmers’ Institute, re Parksville Qualicum Beach Growers Guide Magazine – 2016 Initiative - Surplus Funding

MOVED Director Westbroek, SECONDED Director Stanhope that the surplus funds of \$2,909 from the Coombs Farmers’ Institute, regarding the Parksville Qualicum Beach Growers Guide Magazine – 2016 Initiative be returned to the Regional District of Nanaimo and put back into the Northern Community Economic Development budget for 2017.

The committee discussed the policies regarding what happens to funds not utilized for Northern Community Economic Development projects.

MOVED Director Westbroek, SECONDED Director Veenhof that staff be requested to review the Terms of Reference regarding the policy of surplus funds in Northern Community Economic Development projects.

CARRIED

NEW BUSINESS

Regional Economic Development

The committee discussed the possibility of a regional economic development function.

MOVED Director Westbroek, SECONDED Director Stanhope, that staff be requested to write a report on establishing a regional economic development function.

CARRIED

ADJOURNMENT

MOVED Director Veenhof, SECONDED Director Stanhope, that this meeting be adjourned.

CARRIED

Time 2.01 p.m.

CHAIRPERSON

TO: Northern Community Economic Development Select Committee **MEETING:** April 20, 2017

FROM: Sharon Horsburgh **FILE:** 6750-01
Sustainability Coordinator

SUBJECT: Northern Community Economic Development – Spring 2017 Proposals

RECOMMENDATION

That the Northern Community Economic Development Select Committee receive six proposals for funding consideration for Spring 2017.

SUMMARY

Six applications for Northern Community Economic Development (NCED) funding have been received in time for consideration at the NCED Select Committee Meeting Scheduled for April 20, 2017:

Attachment 1: Echo Players Society – Mural Project

Attachment 2: Qualicum Beach Chamber of Commerce – Entrepreneur’s Toolkit Workshop

Attachment 3: Town of Qualicum Beach – Renovating the Old Fire Hall for Regional Industry Growth

Attachment 4: Mt. Arrowsmith Biosphere Region at Vancouver Island University – An Amazing Places Passport Program

Attachment 5: Central Vancouver Island Job Opportunities Building Society – Blade Runners 2017-2018

Attachment 6: Parksville and District Chamber of Commerce – Mid Island Tech Forum

Financial information requested through the application process is provided as confidential material under separate cover.

With Board approval of the 2017 Final Budget, funds available for disbursement from the Northern Community Economic Development Program total approximately \$52,000. For the NCED Spring intake six applications have been received for a total request of \$79,228.

It is intended the grants will be disbursed in the form of funding to support local initiatives that enhance economic resilience in Electoral Areas 'E', 'F', 'G' and 'H', the City of Parksville and the Town of Qualicum Beach.

BACKGROUND

The NCED Program (the Program) has been offered to organizations and local governments in School District 69 since 2012. The participation and awareness in the Program has grown and the range of activities is increasing. The grants typically assist with increasing tourism, arts and culture, recreation activities and increasing business opportunities.

FINANCIAL IMPLICATIONS

The RDN Board has approved \$50,000 for the NCED budget for 2017 to support economic development opportunities in School District 69. With a small carryover of funds from 2016 there is approximately \$52,000 for disbursement in 2017. The total funds requested from the current set of applications is \$79,228.

Table 1 lists the applicants, projects, amounts requested and the total amount requested for the Spring 2017 intake.

Table 1: NCED - Project Proposals (Spring 2017)

Proponent	Project Name	Amount Requested
Echo Players Society	Mural Project	\$ 18,900
Qualicum Beach Chamber of Commerce	Entrepreneur’s Toolkit Workshop	\$ 5,396
Town of Qualicum Beach	Renovating the Old Fire Hall	\$19,932
Mount Arrowsmith Biosphere Region at Vancouver Island University	An Amazing Places Passport Program	\$10,000
Central Vancouver Island Job Opportunities Building Society	Blade Runners 2017-2018	\$10,000
Parksville and District Chamber of Commerce	Mid Island Tech Forum	\$15,000
Spring 2017 Funding Requested - Total:		\$79,228

STRATEGIC PLAN IMPLICATIONS

The NCED Program supports the Board’s 2016 – 2020 Strategic Plan’s strategic priority of Focus On Economic Health. The goal of the NCED Program is to enhance economic resilience. The NCED Program is also consistent with the Board's strategic priority to Focus on Relationships by enhancing collaboration and cooperation between municipalities and electoral areas and to use a collaborative regional model for providing services.



Sharon Horsburgh
shorsburgh@rdn.bc.ca
April 10, 2017

Reviewed by:

- P. Thompson, Manager, Long Range Planning
- G. Garbutt, General Manager, Strategic and Community Planning
- P. Carlyle, Chief Administrative Officer

Attachments

1. The Echo Players Society – Mural Project
2. Qualicum Beach Chamber of Commerce – Entrepreneur’s Toolkit Workshop
3. Town of Qualicum Beach – Renovating the Old Fire Hall for Regional Industry Growth
4. Mount Arrowsmith Biosphere Region at Vancouver Island University – An Amazing Places Passport Program
5. Central Vancouver Island Job Opportunities Building Society – Blade Runners 2017-2018 - Employment Preparation for Youth at Risk
6. Parksville and District Chamber of Commerce – Mid Island Tech Forum

Appendix 1:

ECHO PLAYERS SOCIETY Mural Project

Appendix 1 - The Echo Players Society – Mural Project

Summary Evaluation

Proponent: The Echo Players Society

Amount Requested: \$19,800

Summary: The Echo Players Society has requested assistance to create and install a 19 m x 5 m mural on the exterior wall of the Village theatre at 110 West 2nd Ave in Qualicum Beach. Funds will be used to cover 50% of the professional fees for the painting of a mural. It will depict local actors from past productions and will become a landmark visual identification in the Town of Qualicum Beach.

Eligibility: Echo Players Society is an eligible organization. Eligible costs in the proposal include Minor Capital.

Priority Areas: **Priority Areas: Tourism, Arts and Culture:** The creation of the Mural will support local business and will attract tourists and the arts community. The Mural has commissioned local and internationally recognized artist David Goatley. The mural will be officially unveiled for Canada’s 150th anniversary on July 1, 2017. This mural is a community based project and will raise awareness about the arts that will benefit the local community.

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
New and Unique:	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN	✓	
Community Support:	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)	✓	

Project Area: PARKSVILLE QB EA 'E' EA 'F' EA 'G' EA 'H'



RECEIVED

FEB 28 2017

REGIONAL DISTRICT
of NANAIMO

APPLICATION FORM

Northern Community Economic Development Program 2017

NAME OF ORGANIZATION: ECHO PLAYERS (PLEASE NOTE #1 ATTACHED)		AMOUNT REQUESTED: \$18,900. ⁰⁰ / ₇₇
MAILING ADDRESS: P.O. Box 281 QUALICUM BEACH, BC V9K 1S8		
CONTACT PERSON: JIM WINDSOR	TELEPHONE NUMBER: 594-9091 FAX NUMBER: N/A	E-MAIL ADDRESS: jimwindsor5@gmail.com

PROJECT TITLE:
THE "MURAL PROJECT"

PROJECT DESCRIPTION:
THE PROJECT INVOLVES THE CREATION AND INSTALLATION OF a 19m x 5 m. MURAL ON THE WEST WALL (EXTERIOR) OF THE VILLAGE THEATRE AT 110 WEST SECOND AVE IN QUALICUM BEACH, B.C.
(PLEASE SEE ATTACHED NOTE #2)

(Please attach any supporting materials and documents produced as a result of the project.)

PROJECT AREA (SELECT ALL THAT APPLY):
 PARKSVILLE QUALICUM BEACH EA 'E' EA 'F' EA 'G' EA 'H'

DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR:
FUNDS WILL BE USED TO COVER A PORTION (50%) OF THE PROFESSIONAL ARTIST'S FEES FOR THE PAINTING OF THE MURAL. (PLEASE NOTE #3 ATTACHED)

(Please attach additional pages as necessary.)

LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES:
WE RECEIVED (IN 2016) A GRANT OF \$4,500.⁰⁰ FROM THE RDN'S GRANT-IN-AID PROGRAM TO COVER A PORTION OF THE MATERIAL COSTS FOR THE MURAL. PLEASE (SEE NOTE #4 ATTACHED)

(Please attach additional pages as necessary.)

Please Note: The Regional District of Nanaimo is subject to the provisions of The Freedom of Information and Protection of Privacy Act and cannot guarantee that information provided can or will be held in confidence.

EXPLAIN HOW YOUR PROJECT SUPPORTS THE PRINCIPLES AND PRIORITY AREAS OF THE PROGRAM:

WE BELIEVE THAT THIS PROJECT WILL SUPPORT LOCAL BUSINESS (SEE NOTE #2 ATTACHED) AND WILL ATTRACT ADDITIONAL TOURISTS TO THE OCEANIDE AREA (SEE NOTE #5 ATTACHED). IT IS, OF COURSE, A MAJOR CONTRIBUTOR TO ARTS AND CULTURE (SEE NOTE #2 ATTACHED).

(Please attach additional pages as necessary.)

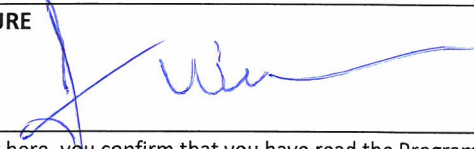
LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:

WE BELIEVE THAT THIS PROJECT WILL RESULT IN AN INCREASE IN TOURISM IN THE OCEANSIDE AREA WHICH WILL, WE BELIEVE, BE MEASURABLE BY THE PARKVILLE QUALIKUM TOURISM ASSOCIATION, AMONG OTHERS. (SEE NOTE #2 ATTACHED).

(Please attach additional pages as necessary.)

PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:

- An Organizational Chart illustrating the structure of your organization, including Directors and volunteers.
- A copy of a bank statement showing your organization's name and address.
- A copy of your organization's financial statements for the current year and one year prior.
- A copy of your organization's budget for the current year and one year prior.
- Any supporting materials you consider necessary to communicate your project idea.

SIGNATURE 	DATE: Feb. 24/17
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By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

SUBMIT HARD COPIES TO: NORTHERN COMMUNITY ECONOMIC DEVELOPMENT PROGRAM
 REGIONAL DISTRICT OF NANAIMO
 6300 HAMMOND BAY ROAD
 V9T 6N2

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:	
DATE RECEIVED:	RECEIVED BY:
COMMENTS:	
FUNDING AWARDED: <input type="checkbox"/> YES <input type="checkbox"/> NO	AMOUNT AWARDED:

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

NOTES

The information contained herein is provided in support of an application by the ECHO Players Society of Qualicum Beach, BC for a Northern Community Economic Development Grant from the Regional District of Nanaimo.

1. *ECHO Players* (which is an acronym for: “*Errington, Coombs, Hilliers and Others*”) is a not-for-profit, volunteer theatre company based in Qualicum Beach, BC. It has been in existence since 1974 and mounted its first production in the Spring of 1975. Thus, we celebrated our 40th anniversary just a couple of years ago.

Echo Players provides a number of services not only to Qualicum Beach and the broader Oceanside community but much further afield, as well. Our activities include mounting a minimum of 4 major theatrical productions each year; renting our theatre (the “Village Theatre”) to other performing groups (including another theatre company: *Bard to Broadway*) and individuals for a variety of both commercial and charitable causes. We regularly allow our theatre to be used free of charge for charitable purposes.

We draw actors, directors, back stage crew folks as well as audiences from as far afield as Nanaimo, Port Alberni, Courtney and Campbell River. In addition, our theatre is a regular venue for the Annual Theatre BC North Island Zone Festival.

In addition, we host an annual Vancouver Island Juried One Act Play Festival which includes not only plays from our fellow theatre companies in Courtney, Port Alberni, Nanaimo, etc. but also (and as a direct result of our many years of encouragement) from area high school drama clubs.

Echo Players is also a regular participant in local events such as Family Day celebrations, Hallowe'en Celebrations and Moonlight Madness etc.

ECHO Players' principal revenue generating activity is the plays that it mounts each year. Please find enclosed a copy of our 2016 – 2017 Season brochure. In addition, we receive rental income for the use of our theatre each summer by *Bard to Broadway*. Finally, as a registered charity, *ECHO Players* receives a small amount of funds each year in donations. Recently, to formalize this last activity, the Board of Directors of *ECHO Players* established the *ECHO Players Arts Fund*. Please see included brochure.

ECHO Players owns, operates and maintains its own theatre, the “Village Theatre”, located at 110 W. 2nd Ave. in Qualicum Beach, BC. The theatre is an Art Deco structure dating from the 1940s and was originally a cinema. It is one of the oldest – and, in our view, one if the prettiest - buildings still in use in Qualicum Beach. It was recently officially designated as a Heritage Building. Given the age of the building (70 years) it requires regular maintenance and upgrading.

The many activities of ECHO Players may be viewed on our website: www.echoplayers.ca. A link showing details of the mural project can be found on the right hand side of our home page.

2. The project for which this application is being made is known as the “***Mural Project***”. The west wall of the theatre building is a blank stucco wall, approximately 22 metres long and 10 metres high. It is painted beige and is (currently) rather non-nondescript but is highly visible in the downtown. It overlooks the offices of the Coastal Community Credit Union and can be seen from the Qualicum Foods parking lot and Second Avenue.

Our intention is to cover most of this wall with a painted mural which will be approximately 56 feet by 16 feet (about 19 m X 5m) in size. The mural is being painted by a professional and well-known artist, viz: David Goatley. Mr. Goatley is the Vancouver Island artist who painted the Post Office mural in Chemainus. A colour rendition of the proposed mural is enclosed with this package.

This project has the enthusiastic support of the Qualicum Beach Town Council. They are hoping that this initiative on the part of *ECHO Players* will induce other property owners in the downtown (and who, also, have large and unattractive walls) to contract artists to paint additional murals.

This mural will be the first of its sort in Qualicum Beach. It is intended that the mural will be finished and unveiled on July 1, 2017 as part of Canada's Sesquicentennial Celebrations in Qualicum Beach.

This mural will enhance the already significant attractiveness of the "Village Theatre" which is a major economic driver for the downtown of Qualicum Beach. We at ECHO Players have been told by many businesses (mostly restaurants) that they would likely close up for the winter were it not for the evening dinner business created by our theatrical productions.

3. The purpose of this grant application is to cover part of the production costs (i.e. the artist's fees) associated with the creation of the mural.

These costs (the artist's fees) are \$36,000.⁰⁰ plus GST for a total cost of \$37,800⁰⁰. In our application to the RDN for a **Northern Community Economic Development Grant**, we are requesting a grant of \$18,900.⁰⁰ (representing 50% of the cost).

4. ECHO Players applied for, and received, (in 2016) a grant of \$4,500.⁰⁰ under the Regional District of Nanaimo's **Grant-in-Aid Program**. This grant covered part of the materials costs (marine plywood, paint, etc.) required for the creation of the mural. ECHO Players is most grateful for the receipt of this grant from the RDN.

Other than the RDN, ECHO Players has contacted several other granting agencies in respect of this project but have not been successful. Although all the agencies contacted (including, *inter alia*: Canada Council for the Arts, BC Arts Council, Parksville-Qualicum Beach Foundation, Qualicum Beach Rotary Club, Coastal Community Credit Union and the Youssef-Warren Foundation) have expressed great support for the project, their rules prevent them from contributing toward it.

We have, however, started our own fund raising aimed at individuals. The total cost of the project (including materials, artist's fees, installation costs, etc.) is estimated at \$60,000.⁰⁰. To date, we have collected approximately \$32,000.⁰⁰.

5. We are hoping that this very unique mural will become a tourist attraction in its own right (not unlike the murals in Chemainus). We believe that it will be a unique tourist attraction in the region and will draw visitors from far afield to the Oceanside area. It is difficult to predict how many people will, over the coming years, take pleasure from the mural but we have no hesitation in saying that it will certainly be in the tens of thousands.

Qualicum Beach is already, as RDN members will know, a major tourist destination for central Vancouver Island and is the principal setting for the recently produced TV drama series: *Chesapeake Shores*. The filming here of that Made-for-TV show will, almost certainly, increase that attraction.

In addition, and as mentioned earlier, there is both the hope and the

expectation that our mural will kick-start a larger program of mural painting in Qualicum Beach. We believe that this mural (and additional ones – hopefully – to follow) will provide significant economic benefits to Qualicum Beach through its enhancement of tourism in the town and region.

ECHO Players Society

Northern Community Economic Development

Grant Application

Supplemental Material # 1

ECHO Players Organizational Chart

ECHO Players Society
Organizational Chart
(Current Year 2016/17)

The ECHO Players Society is a non-profit charitable organization registered under the BC Societies Act.

Our current membership is approximately 230 members.
Membership in the Society is \$15.⁰⁰ per year.

The Society is governed by an elected Board consisting of 11 members. These are (currently) as follows:

Table Officers

President: Ken McCready
Vice-President: Rose Knabb
Secretary: Kerry Campbell
Treasurer: Wendy Punter
Past President: Mike Andrews

Directors

Linda Attley
Margaret Jenkins
Jennifer Kelly
Susan Warner
Teresa Stanley
Jim Windsor

In addition, the Society has several committees charged with

overseeing the management of the Society's affairs. These committees and their chairs are as follows:

Publicity Committee. Chair: Linda Attley

Sets Committee. Chair: Phil Copple

Hilliers Committee. Chair: Phil Copple

Artistic Direction Committee. Chair: Susan Warner

Marketing/Sponsors. Chair: Geoff Jenkins

One Act Play Committee. Chair: Margaret Jenkins

Social Committee. Chair: Margaret Jenkins

Technical Committee. Chair: Ken McCready

Bar Committee. Chair: Geoff Jenkins

Theatre Management Committee. Chair: Alistair McVey

Website Committee. Chair: Chris Lee

Health and Safety Committee. Chair: Teresa Stanley

ECHO Players has no paid staff and all work is undertaken on a strictly volunteer basis by our membership. For example, a typical play (with a cast of, say, 4 or 5) will involve the work of up to 130 people.



The Fund was established in 2016 with two initial objectives

1. The creation of a large mural to be mounted on the west wall of the Village Theatre
 - The mural will be prepared in the second half of 2016 for mounting in celebration of Canada's 150th birthday in 2017
2. The restoration of the deteriorating roof of the heritage theatre building
 - An absolute requirement. It must be completed prior to mounting the mural

HOW TO PARTICIPATE

FOUNDERS

ECHO Players invites those who believe in the mission statement of this new fund to become a Founding Member.

Founding membership is open to all at one of three levels

Platinum - \$1,000

Gold - \$750

Silver - \$500

Members will be accepted until June 1, 2017.

Founding members will be acknowledged on a plaque to be mounted in the ECHO Theatre

PATRONS

- **Donations of \$100** will be acknowledged as patrons on the ECHO Website
- Donations of \$20 and over will receive a CRA tax receipt
- Donations of any size are greatly appreciated.

To make donations
Please visit the ECHO Players website:

www.echoplayers.ca



ECHO PLAYERS ARTS FUND

EXPLORE | EXPAND | DEVELOP

ECHO Players takes its name from an original theatrical group, dating back to 1934, called the Errington, Coombs, Hilliers and Others organization. It eventually disbanded. Theatrical activity in the area came back to life in 1975 when two individuals, who purchased the abandoned and neglected theatre, arranged for the newly formed E.C.H.O. Players Society to take ownership.

ECHO Players operates as a non-profit organization. Its members reside throughout the region from Nanaimo to Bowser and to Coombs, Hilliers and Errington. Its members, many of whom are retired, freely bring a wealth of experience as administrators, producers, directors, designers, actors, set constructors and painters, sound and lighting technicians, publicity, box office and front of house personnel - everything required in theatrical productions. The Village Theatre is in community use 275 days of the year. Productions attract between 8,000 - 10,000 patrons per year.

The Village Theatre is a landmark Heritage Building in Qualicum Beach. The Fund has a mandate to support the painting of a large exterior wall mural and to provide funding for a required new roof.



ECHO PLAYERS ARTS FUND

EXPLORE | EXPAND | DEVELOP



THE VILLAGE THEATRE
Box 281, 110 W. 2nd Avenue,
Qualicum Beach, BC V9K 1S8
info@echoplayers.ca • 250.752.3522

The ECHO Players Arts Fund
Its objectives are to:

- Contribute to and support the love of theatre
- Maintain the heritage Village Theatre
- Provide ongoing requirements for productions
- Support workshops, scholarships and facilities for Theatrical endeavours

For more information or to make a contribution visit:

www.echoplayers.ca





Local and internationally recognized artist David Goatley will create The Mural. It will be 56 ft. long and 16 ft. high painted on special marine grade panels and mounted on the Village Theatre's west wall. It will creatively depict local actors from past productions and will become a landmark visual identification of the Town of Qualicum Beach.

The mural will be officially unveiled for Canada's 150th anniversary on July 1, 2017.

**Get into the Act
& help support this
community project**

2016 - 2017 MEMBERSHIP APPLICATION

\$15 Annual Membership Dues

There is, of course, much more to theatre than acting and ECHO Players offers opportunities for those interested in all aspects of theatre. Set design, Construction, Lighting & Sound, Publicity, Hair, Makeup, Props and Costumes are just some of the areas to which novices or old hands are enthusiastically welcomed. There is so much you can share with this community and this troupe of involved, dedicated volunteers who make up ECHO Players.

Join now and receive a regular newsletter, attend Opening Night parties, the Summer BBQ and many other social events, as well as participate in all aspects of the society.

Name _____

Address _____

City _____ Postal Code _____

Phone#1 _____

Phone #2 _____

Email _____

Interest _____

Membership Dues \$15.00 x _____ Adults _____

\$7.50 x _____ Students _____

\$35.00 x _____ Family _____

Total Payment: \$ _____

I WISH TO PAY BY

Cheque Payable to ECHO PLAYERS SOCIETY

VISA/MC# _____

Expiry Date _____

Name on card _____

Signature _____

MAIL THIS FORM TO: The Village Theatre, P.O. Box 281, 110 W. 2nd Avenue, Qualicum Beach, BC V9K 1S8

COME OUT AND JOIN THE COMMUNITY



INDIVIDUAL PRICES	Musical	Other Production
Adult	\$23.00	\$20.00
Seniors (65+)	\$20.00	\$17.00
Students (with valid card)	\$14.00	\$11.00
Christmas Play - 12 and under		\$5.00
Group Rates (10+)	\$19.00	\$16.00

BOX OFFICE

The Box Office opens on the Tuesday 2 weeks before the opening of each production and stays open until the last performance.

Tuesday - Saturday	10:00 am - 3:00 pm
Show Nights Only	6:00 pm - 7:30 pm
Matinee Sunday	12:30 pm - 2:00 pm

SEASON TICKETS

Season pass (adult) - 4 plays	\$73.00
Season pass (seniors) - 4 plays	\$63.00

Subject to availability, subscribers may exchange their tickets for another performance of the same play.

SPONSORS

Interested in becoming a featured sponsor of an ECHO PLAYERS production?

Please call the treasurer at 250-752-3522

Hearing assistance now available upon request.
Please call the box office in advance concerning wheelchair accommodation.

WELCOME TO OUR SEASON



ECHO Players is a non-profit society of dedicated members of the community, whose goal is "to nurture the love of theatre, we explore, expand and develop theatrical talent and we create quality entertainment for our community."

Community is what ECHO PLAYERS is all about. Relying upon the talents, creative energy and generosity of individuals and businesses we have been bringing the live theatre experience to the Oceanside area for over 40 years.

Whether you wish to share the experience from the comfort of your seat in the Village Theatre (home to ECHO PLAYERS since 1974), from the footlights of the stage or from behind the scenes, you will find yourself welcomed into a community of patrons, fellow performers, artists, writers, set designers and volunteers of every description.



THE VILLAGE THEATRE
P.O. Box 281, 110 W. 2nd Avenue
Qualicum Beach, BC V9K 1S8
info@echoplayers.ca

250-752-3522

2016 - 2017 SEASON VILLAGE THEATRE

QUALICUM BEACH, BC

www.echoplayers.ca



Where islanders play a part!



THE COCKTAIL HOUR

by
A. R. GURNEY
Director:
JEANNE ATKINSON

In the mid 1970s, John, an aspiring playwright, comes home to New York to seek his family's blessing for a play he has written, based on their lives. John's parents and his sister, have quite a different view of themselves, and a lively discussion ensues during the family's customary cocktail hour. Old coals are raked over, and old scores settled, but with Gurney's usual wit and humour, family ties and warmth prevail.

VANCOUVER ISLAND JURIED ONE ACT PLAY FESTIVAL

Join us at the Village Theatre for six days of whirlwind activity that features enthusiastic and talented artists from all over Vancouver Island. Enjoy a daring, imaginative and diverse collection of one-act plays. The Annual Vancouver Island Juried One Act Play Festival, an affordable, enjoyable way to experience the pulse of Oceanside's drama scene.



November 1-6, 2016



DICK WHITTINGTON

by
JULIAN PACKER
Director:
JULIAN PACKER

Dick Whittington is a traditional pantomime, telling the story of a young man who sets out to make his fame and fortune in London. Dick finds that rather than being paved with gold, the streets are plagued with rats! With the help of the good Fairy, Tommy the cat, Saucy Sal and the lovely Alice, Dick challenges the evil Queen Rat. Will the audiences' participation be enough to help Dick triumph? This is a family show, full of popular songs, bad jokes and slapstick humour.



December 14- 31, 2016



MARION BRIDGE

by
DANIEL MACIVOR
Director:
WENDY PUNTER

A tale of three sisters - Agnes, an alcoholic actress from Toronto, Theresa, a nun, and "strange" Louise, all thrown together again in their childhood home in Cape Breton, to be with their dying mother. Slowly they begin to unearth buried memories; of their childhood, parents and some events too painful to inspect in the years gone by. Marion Bridge is a place in their mother's memories - a place visited when they were young, and a place to which they eventually return, with a better understanding of why they have become who they are.



Feb. 16 - Mar. 5, 2017



THE PIRATES OF PENZANCE

by W.S. GILBERT &
ARTHUR SULIVAN
Director:
MARI LYN KELLY

Landing on Vancouver Island after plundering, pillaging, and just being a downright nuisance, the Pirates of Penzance find themselves lost. One pirate, the young and handsome Frederick wanders away from his gang of pirates to Qualicum Beach and stumbles upon a gaggle of beautiful maidens and their eccentric father Major-General. We have star crossed lovers, a run-in with the pirates, lily-livered policemen and mistaken identity, all of which brings this Gilbert & Sullivan musical alive and rollicking with fun and entertainment for the whole family!



April 27 - May 14, 2017



2016 - 2017 SEASON SUBSCRIPTION APPLICATION

Deadline to guarantee last year's seats - **Aug. 13, 2016**

Name _____
Address _____
City _____ Postal Code _____
Phone#1 _____
Phone#2 _____
Email _____

I WOULD LIKE SEATS FOR

Circle a week **1 | 2 | 3**
Circle a Day **Wed | Thu | Fri | Sat | Sun matinée**

SEASON PASS - 4 Productions

Adults _____ x \$73.00
Seniors (65+) _____ x \$63.00
Total Payments: \$ _____

SEATING

I would like the same seats as last year _____
OR circle preferred seating

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
K	■	■															K
J	■	■															J
I																	I
H																	H
G																	G
F																	F
E																	E
D																	D
C																	C
B																	B
A																	A

STAGE

■ Wheelchair Access

I WISH TO PAY BY

Cheque Payable to ECHO PLAYERS SOCIETY
VISA/MC# _____
Expiry Date _____
Name on card _____
Signature _____
Please mail out my tickets 25

Box Office use only: Rec'd Entered Mailed
MAIL THIS FORM TO: The Village Theatre, P.O. Box 281, 110 W. 2nd Avenue, Qualicum Beach, BC V9K 1S8



TOWN OF QUALICUM BEACH

INCORPORATED 1942

201 – 660 Primrose St.
P.O. Box 130
Qualicum Beach, BC
V9K 1S7

Telephone: (250) 752-6921
Fax: (250) 752-1243
E-mail: qbtown@qualicumbeach.com
Website: www.qualicumbeach.com

February 16, 2017

Northern Community Economic Development Program
Regional District of Nanaimo
6300 Hammond Bay Road
Nanaimo, BC V9T 6N2

Letter of Endorsement for ECHO Players Application

The Council of the Town of Qualicum Beach formally endorses the ECHO Players Society application to the Regional District of Nanaimo's Northern Community Economic Development Grant for the mural project.

The ECHO Players Society is a fundamental arts organization in our community that delivers a live theatre experience in the Town, supporting local talent in the region and providing a lively experience.

The mural project was undertaken by volunteers, is a benefit to enliven our downtown core, and would help to inspire other artistic endeavors for resident and visitor enjoyment.

On behalf of Council, I wish ECHO Players the best in their application.

Sincerely,

Teunis Westbroek

Mayor

/kd

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Office of the Minister:
Minister of Social Development and
Social Innovation
PO Box 9058 Stn Prov Govt
Phone: 250-356-7750
Fax: 250-356-7292)

Constituency Office:
2B - 1209 East Island Highway
Parksville, B.C., V9P 1R5
250-248-2625 (office)
250-248-2787 (fax)



British Columbia



PT 7

Michelle Stilwell, MLA
Parksville-Qualicum

March 6, 2017

Northern Community Economic Development Program
Regional District of Nanaimo
6300 Hammond Bay Road
Nanaimo, B.C.
V9T 6N2

To whom it may concern,

It is my sincere pleasure to provide this letter of support for ECHO Players application for the Northern Community Economic Development Grant in connection with their Mural Project, which will enhance both the Village Theatre in Qualicum Beach and the downtown core as a whole. The project involves the creation of a mural to be affixed to the west wall of the theatre on 2nd Avenue in Qualicum Beach.

Echo Players is a huge community asset and the mural will not only benefit residents and visitors alike, showcasing the talent and character of this amazing community, but it has the ability to inspire others in Qualicum Beach to create murals to share more stories, create conversation and attract tourists.

Echo players has worked hard to fundraise a large portion of the cost for what will be a great community attraction and I hope their hard work will be recognized through a successful application to the Regional District of Nanaimo for a Northern Community Economic Development Grant, which will help pay for 50 per cent of the artist's fees.

Sincerely,

A handwritten signature in cursive that reads "Michelle Stilwell".

Michelle Stilwell, MLA
Parksville-Qualicum
Minister for Social Development and Social Innovation

Appendix 2:

QUALICUM BEACH CHAMBER OF COMMERCE

Entrepreneur's Toolkit Workshop

Appendix 2 - Qualicum Beach Chamber of Commerce – Entrepreneur’s Toolkit Workshop

Summary Evaluation

Proponent: Qualicum Beach Chamber of Commerce

Amount Requested: \$5,396

Summary: The Qualicum Beach Chamber of Commerce proposes to offer four workshops in coordination with BC’s Small Business Week in October 2017. The workshops will be low to no-cost to entrepreneurs and will allow business owners to gain pragmatic skills to assist in making their businesses successful.

Eligibility: The Qualicum Beach Chamber of Commerce is an eligible organization. Eligible costs in the proposal include Minor Capital.

Priority Areas: **Priority Areas: Skills Training, Business development and Tourism:** The primary goals of this project are to develop and deliver business development workshops to area stakeholders including local businesses, community members and tourism.

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
New and Unique:	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN	✓	
Community Support:	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)	✓	

Project Area: PARKSVILLE QB EA 'E' EA 'F' EA 'G' EA 'H'

NAME OF ORGANIZATION: Qualicum Beach Chamber of Commerce		AMOUNT REQUESTED: \$5396.00
MAILING ADDRESS: 2711 Island Highway West Qualicum Beach, BC V9K2C4		
CONTACT PERSON: Evelyn Clark	TELEPHONE NUMBER: 250 752 0960 FAX NUMBER:	E-MAIL ADDRESS: chamber@ qualicum. bc.ca

PROJECT TITLE: Entrepreneur's Toolkit Workshop Suite
PROJECT DESCRIPTION: See attached (Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input type="checkbox"/> EA 'F' <input type="checkbox"/> EA 'G' <input checked="" type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: See attached (Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: Town of Qualicum Beach - in kind - \$500 QB Chamber of Commerce - in kind - \$1500 (Please attach additional pages as necessary.)

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

EXPLAIN HOW YOUR PROJECT SUPPORTS THE PRINCIPLES AND PRIORITY AREAS OF THE PROGRAM:

See attached

(Please attach additional pages as necessary.)


LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:

See attached.

(Please attach additional pages as necessary.)

PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:

- An Organizational Chart illustrating the structure of your organization, including Directors and volunteers.
- A copy of a bank statement showing your organization's name and address.
- A copy of your organization's financial statements for the current year and one year prior.
- A copy of your organization's budget for the current year and one year prior.
- Any supporting materials you consider necessary to communicate your project idea.

SIGNATURE 	DATE: <i>March 30/17</i>
By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.	

SUBMIT HARD COPIES TO: NORTHERN COMMUNITY ECONOMIC DEVELOPMENT PROGRAM
REGIONAL DISTRICT OF NANAIMO
6300 HAMMOND BAY ROAD
V9T 6N2

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:	
DATE RECEIVED:	RECEIVED BY:
COMMENTS:	
FUNDING AWARDED: <input type="checkbox"/> YES <input type="checkbox"/> NO	AMOUNT AWARDED:

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

Project Overview

Qualicum Beach and indeed much of Oceanside relies on the small business sector as a major economic driver. Accommodations, restaurants and area attractions are frequently family business with one or two employees or even owner-operated. That means that one entrepreneur is required to be very knowledgeable in many aspects of business. Be it marketing, or cash flows, or sales, small business owners have to “do it all”.

In the last two years, the Qualicum Beach Chamber of Commerce has designed and hosted two business walks in Qualicum Beach and the Bowser/Qualicum Bay areas. Business Walks are designed to establish a relationship between the business community and the Chamber of Commerce and various levels of government. Ongoing dialogue assists in identifying issues for small businesses in the area and points of potential to help businesses thrive.

During a two-hour time period in mid-October, businesses were visited by small teams of two to four people, including at least one Chamber representative and political leader. Each team surveyed businesses and recorded their anonymous responses to gauge the pulse of the business community in Oceanside. In total, 57 (2016) and 59 (2015) businesses were surveyed in French Creek, Qualicum Beach and Bowser/Qualicum Bay. Please see Appendix one and Appendix two – attached.

In each of those walks, when asked what help they could use to “help their business thrive” the answer was clear: business owners want help in training having to do with marketing, succession planning, and business planning and business financials. It is clear that owners saw a gap in their skill sets, especially when it came to things like social media marketing and fundamental business financials.

The Qualicum Beach Chamber of Commerce proposes to offer four intensive workshops in coordination with BC's Small Business Week in October of 2017. The workshops will be low or no-cost to entrepreneurs and will allow business owners to gain pragmatic skills to assist in making their businesses successful.

The Qualicum Beach Chamber of Commerce is requesting **\$5396.00** to assist with this economic development workshop suite.

Goal

The primary goals of this project are to: 1) develop and deliver business development workshops to area stakeholders including local businesses, community members, and tourism



organizations that will 2) build the capacity of business-owners in the area which will in turn support the retail and tourism economy of the region; and 3) develop information that can help entrepreneurs understand basic financial, marketing and sales fundamentals.

Project Description

Phase 1: In partnership with the Town of Qualicum Beach, Community Futures Central Island and local businesses and organizations, the Qualicum Beach Chamber of Commerce will take a lead in the development of inexpensive, engaging workshops that are developed with entrepreneurs and small business owners in mind.

These workshops would be developed to be delivered to various audiences in Qualicum Beach and the Qualicum Bay/Bowser area by qualified experienced trainers who have developed accessible, engaging workshop about business fundamentals.

Phase 2: Community outreach and a combination of print, social media and face-to-face marketing of the workshops will take place in early September. This marketing will offer approachable, engaging workshops at a modest price. The workshops will be delivered by seasoned, professional trainers who can work with participants one-on-one and assist them in tailoring the training to their specific business.

Phase 3: Delivery of the workshops will take place during BC Small Business week which occurs yearly in October. A two-fold result is expected: Entrepreneurs will become better trained and able to support the economy through their own business success and small business will be celebrated through small business week.

Objectives

- Responding to the capacity-building needs requests stated during Business Walks in 2015 and 2016;
- Pragmatic, approachable training delivered to small business people in the region that assists in making their businesses more successful;
- Management training will help owners develop the strategies to implement changes with the least amount of productivity interruption.



Benefits

- Entrepreneurs, who launch new enterprises in response to market needs, are key players when it comes to fostering economic growth in a region. They enable access to goods and services that populations require in order to be productive.
- Successful businesses need to hire employees. They create jobs and these economic opportunities uplift and support communities through increasing the quality of life and overall standard of living.
- Technologically savvy business owners will expand into regional and global markets. When new businesses export goods and services to nearby regions, these enterprises contribute directly to a region's productivity and earnings. This increase in revenue strengthens an economy and promotes the overall welfare of a population. Economies that trade with one another are almost always better off.
- In essence, there is a positive feedback loop among innovation, entrepreneurship, and economic development. Well trained entrepreneurs are generally more innovative.
- New and growing businesses represent the principal sources of job creation and innovative activity in any economy, two factors that generally result in the rising standards of living for all.
- It's important to understand that entrepreneurship and innovation are dependent on access and participation. For entrepreneurs to bring new ideas to life, they need access to education and a level-playing field on which to compete. In this vein, the role of government leaders and public policy is to create conditions that allow more entrepreneurs to start businesses by implementing policies which nurture that environment so those businesses can grow.

**** See: <https://www.entrepreneur.com/article/283616> ****

Scope of Work

Planning for workshops – Qualicum Beach Chamber of Commerce will plan for Small Business Week by securing space in both the Town of Qualicum Beach (potentially the Civic Centre) and the Qualicum Bay/Bowser region. As well, staff will interview and contract potential trainers to prepare for October.



Outreach – Staff will reach out to entrepreneurs in those areas to market the low/no cost workshops in Qualicum Beach and in the Qualicum Bay/Bowser area. Working with community partners, staff will ensure the scheduling of the workshops is convenient for the entrepreneurs in the areas.

Finalizing Training Focus – Initially, it is thought that four straight days of training on Small Business Week (Monday, Tuesday, Wednesday, Thursday) before store opening is an optimal time for training. That will be confirmed in the outreach phase of the project and staff are committed to maintaining flexibility in workshop delivery.

Potential workshops will be:

- Sales ABC – customer leads, converting leads to sales, monitoring sales and benefits.
- Marketing and Communications – media channels and complimenting the market, developing a sales message, adapting messages to a target market
- Business Financial fundamentals – cash flows, financial statements, taxation, Strategy and Planning – writing a business plan, multi-year strategies for success, succession planning
- Funding Your Small business – areas of finance, loans, investors, partnerships
- Business Communications – Customer service, communicating with staff, HR issues, communication styles

****These workshops are likely to change according to trainers available and interest from the business community****

Delivery of workshops – As stated above, delivery of the workshops, while planned for Small Business Week will rely on availability of venues and interest in workshop timing from participants. Four workshops (~ 2 hours long each) in two venues will be delivered during this project.

Evaluation of success – With careful planning and delivery of workshops, small business owners should be happy with the product. That said, an exit survey will be delivered to participants that allow for a feedback loop. Once the quantitative and qualitative impacts are reported, a report will be written and be available to project partners.

Identified Partners:

A key facilitator of this project is the participation of network agencies, local and regional government, and the business sector and community members alike.



Identified partners include:

Town of Qualicum Beach
Lighthouse Country Business Association
Community Futures Central Island
Qualicum Beach Chamber of Commerce

****Letters of support pending ****

How this Project Supports the Principles and Priority Areas of the Program of the Northern Community Economic Development Program:

A Principle Goal: Enhanced Economic Resilience

The *Economic Impact of Summer Events Project* supports the RDN Program by fostering diversification in creating opportunities and the entrepreneurial spirit – those who seek to develop retail and industrial markets for as future economic development opportunities.

Further, the project creates regional benefits throughout the northern communities of the RDN, and result in a measurable economic impact in the region by allowing entrepreneurs and small businesses to plan, market and have success in the region.

The priority area that is serviced by this grant is *Employment and Skills Training* as well as *Assistance for Start-ups and Self-employment*.

Measurable Economic Benefits or Other Outcomes

Businesses of all types have faced increasing pressure to be current, well-trained and responsive to changing market places. This project will assist entrepreneurs and small businesses in making informed business decisions that:

- Add to the businesses success
- In turn, support the tax-base of local and regional entities
- Support the economic fabric of the region by being involved in the network of services offered to communities and visitors alike.



Budget

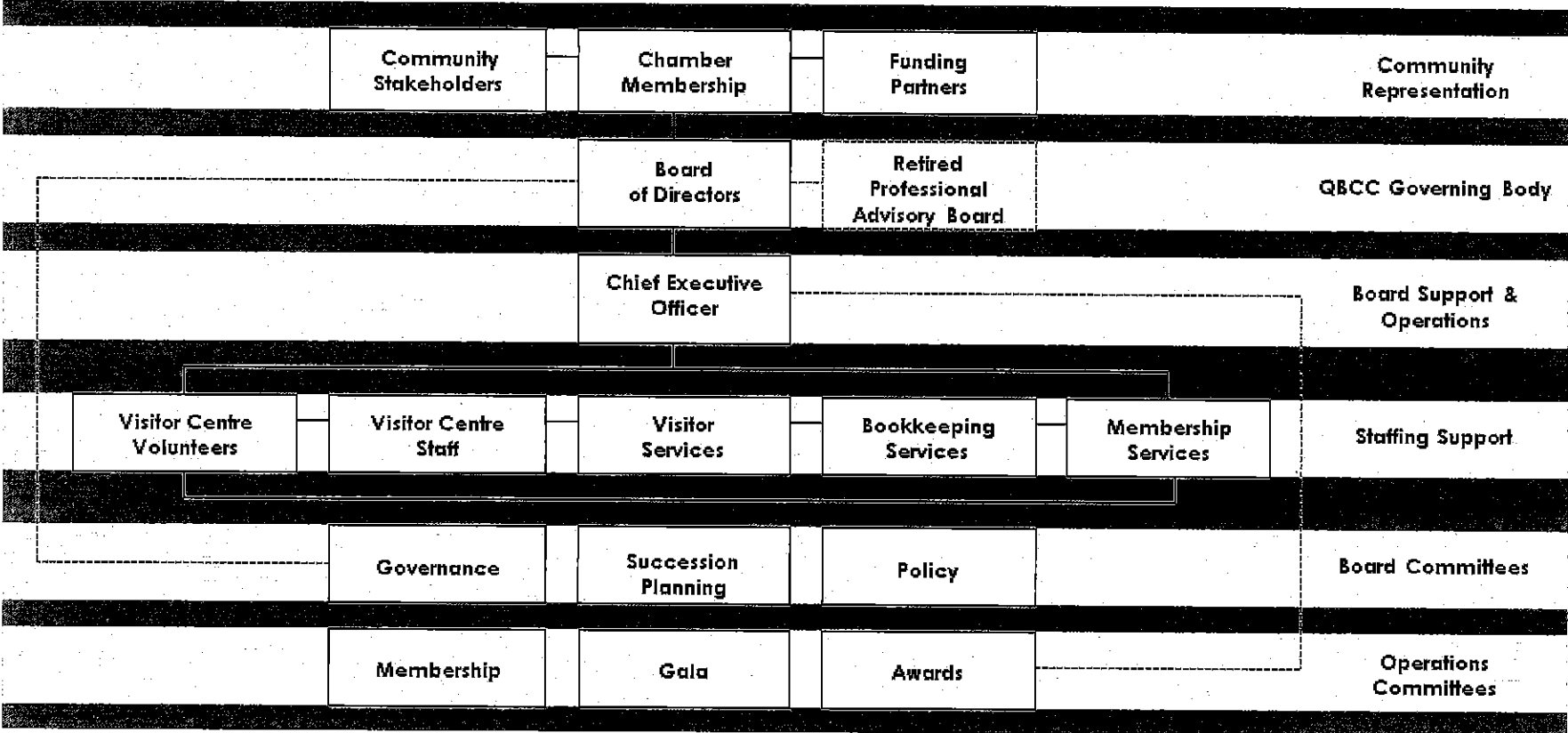
Source of Funds	Amount	Comments
RDN	\$5,396.00	
Workshop fees from participants	\$1,000.00	
Town of Qualicum Beach – Civic Centre	\$ 500.00	In kind
Qualicum Beach Chamber of Commerce	\$1,500.00	In kind
TOTAL	\$8,396.00	

Expenses	Amount	Comments
Rent for classrooms	\$350.00	Town – in kind
Coffee service per workshop X 8	\$400.00	Town – in kind
Instructor's expenses * (prep and workshop delivery)	\$5,080.00	
Travel (400 km @ .54/km)	\$216.00	
Project Management costs	\$950.00	
Advertising -Marketing of project	\$750.00	
Office supplies	\$300.00	
Photocopying, office administration	\$350.00	
TOTAL	\$8,396.00	

*Instructor expenses = \$635/workshop includes 6 hours prep plus 2 hours workshop delivery




Qualicum Beach Chamber of Commerce Organizational Chart



Appendix One

Qualicum Beach Business Walk 2015 Report



124 West 2nd Avenue
Qualicum Beach, BC
V9K 1S7

**"The Voice of Qualicum Beach
Business Since 1927"**

250-752-0960
chamber@qualicum.bc.ca
www.qualicum.bc.ca

2015 Qualicum Beach Business Walk

The Qualicum Beach Chamber of Commerce hosted Qualicum Beach's first Business Walks on October 14th, 2015.

Participants included representatives from;

- The Qualicum Beach Chamber of Commerce,
- B.C. Ministry of Jobs, Tourism and Skills Training,
- Michelle Stilwell – Minister of Social Development and Innovation
- Town of Qualicum Beach,
- Qualicum Beach Downtown Business Association,
- Parksville Qualicum Beach Tourism Association,
- Lighthouse Country Business Association,
- Island Coastal Economic Trust,
- Community Future Central Island
- local services providers.

These volunteers went door-to-door surveying a total of 59 businesses that are located downtown, along Highway 19A, Qualicum North, Qualicum Bay and the Bowser area.

The Qualicum Beach Business Walk was supported by the Economic Development and Tourism and Small Business Division of the Ministry of Jobs, Tourism, and Skills Training.

The Business Walk model is a tool to gather and track the pulse of the local business community and help community leaders identify measures and actions that ensure jobs, goods and services stay in a community.

The Business Walk program helps civic and business leaders to gather information that enables them to identify and remove barriers to doing business in their municipality. Chambers of Commerce and other business associations can use the walks to communicate the supports that are available to businesses and use the information gathered to tailor their services to meet the needs of businesses they serve.

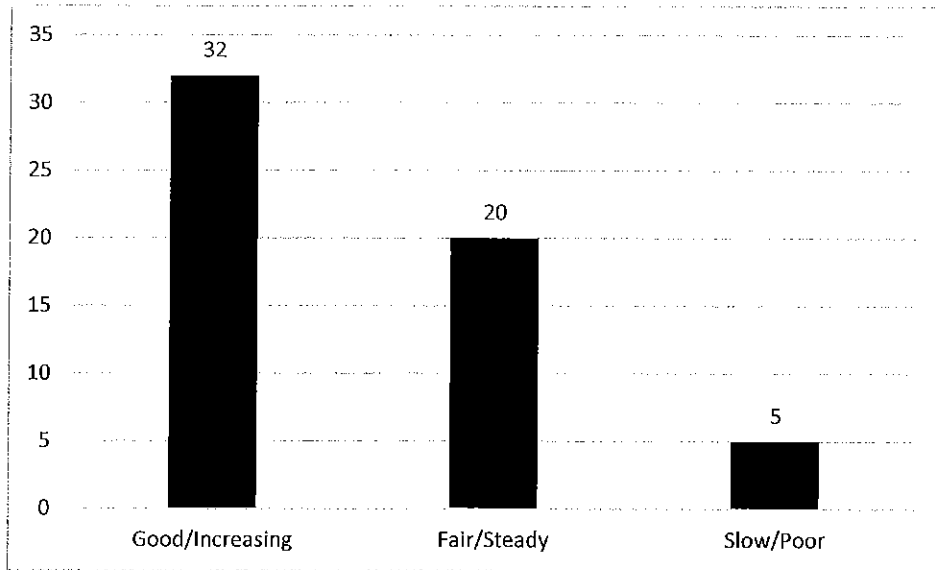
Businesses surveyed were asked the following questions:

- Rate the current state of your business.
- What do you like most about doing business in Qualicum Beach?
- What do you find most challenging about doing business in Qualicum Beach?
- What can be done to help your business thrive?
- What specific information would you, like to have access to locally?

A total of 5 businesses were surveyed between 10:00am and 12:00pm on Wednesday, October 14th, 2015. The businesses in Qualicum Beach and surrounding areas were visited by teams of two or three people and generally included a Chamber representative and a civic leader.

Summary of Results

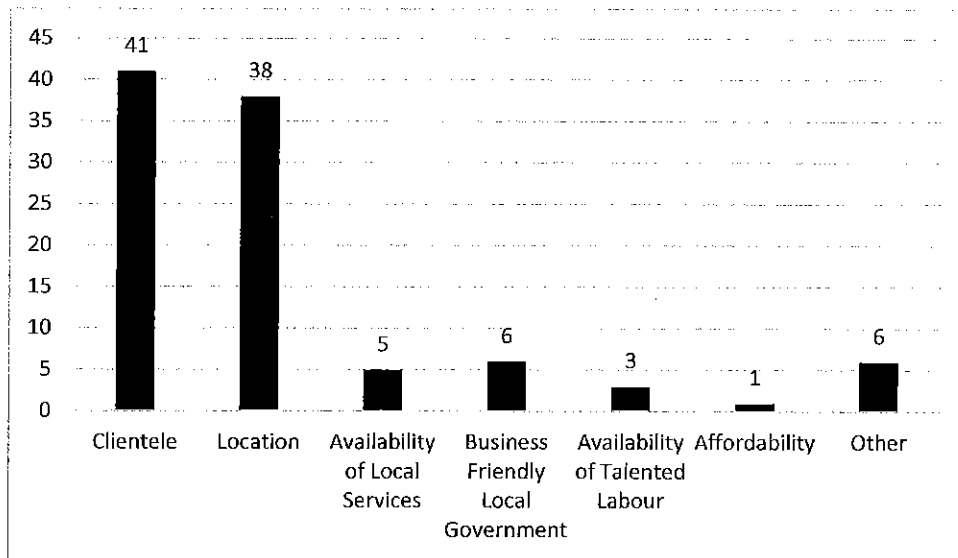
Question 1: Rate the current state of your business.



Notes: of the fifty-nine participating businesses two did not answer this question.

When asked "Rate the current state of your business" 91% of respondents answered that business was either "Fair/Steady" or "Good/Increasing".

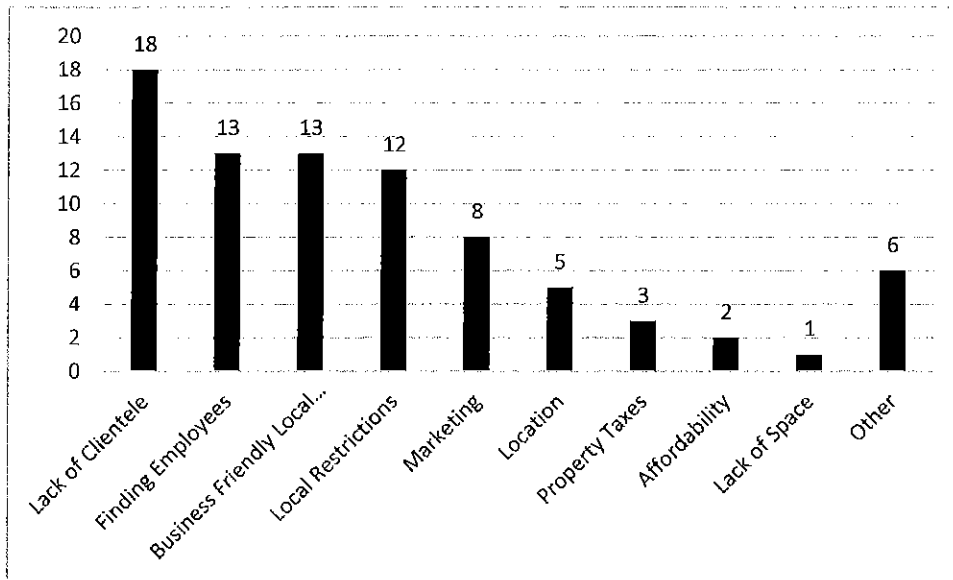
Question 2: What do you like most about doing business in the area?



Notes: some respondents selected more than one answer.

When asked what they like most about doing business in the Qualicum Beach area, location and clientele were the most common responses. In particular, respondents highlighted the "close knit community", "loyal clients" and "village atmosphere" as some of the area's most redeeming qualities.

Question 3: What do you find most challenging about doing business in the area?



Note: some respondents selected more than one answer.

When businesses were asked what they found most challenging about doing business in Qualicum Beach, the two most common responses were “lack of clientele” (22%) and “finding employees” (16%). It should be noted that over 30% of respondents indicated that “local restrictions” and “business friendly local government” are a challenge to doing business in the Qualicum Beach region.

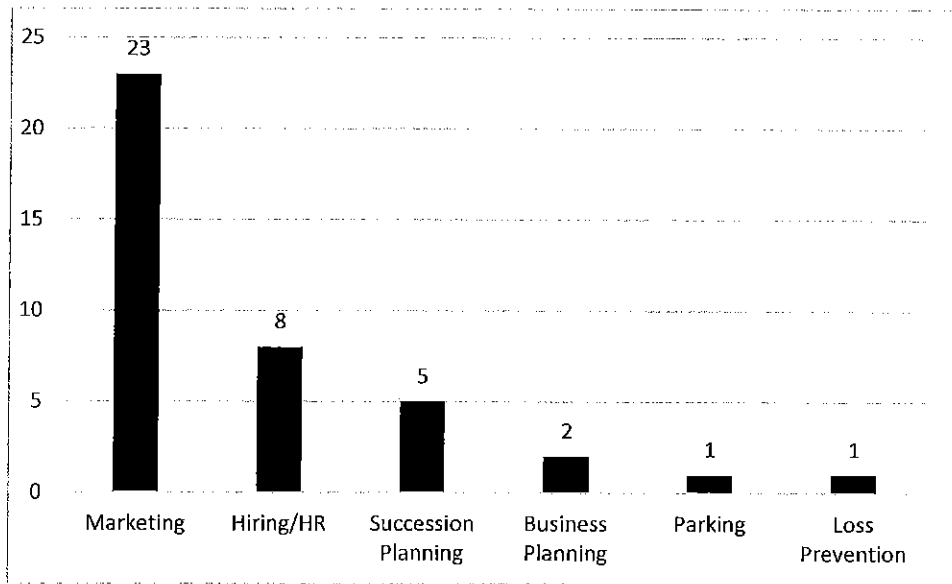
A number of respondents also cited the cost of BC Ferries and other transportation issues as a significant challenges to doing business.

Question 4: What can be done to help your business thrive?

When asked to discuss what can be done to help their businesses thrive, respondents cited a diverse range of local issues as well as many opportunities for increased support. In particular, many respondents suggested how a more business friendly local Council could support businesses through a more lenient sign bylaw and by supporting business development initiatives. Respondents also noted the potential benefits of localized marketing support and a “shop local campaign”.

A significant proportion of respondents discussed broader issues within the Qualicum Beach area such as the need for more young families and affordable housing.

Question 5: What specific information would you like to have access to locally?



Note: some respondents did not answer this question.

More effort towards supporting businesses with marketing was identified by 59% of respondents as a key element that could help their business thrive.

Hiring/HR issues were identified by approximately 20% of respondents. This further suggests the lack of available and talented labour in the Qualicum Beach area. Additionally, a combined 16% of respondents requested support with business planning and/or succession planning.

Moving Forward:

The 2015 Business Walks Survey suggests that business in the Qualicum Beach area is good and that business owners and managers are overwhelmingly optimistic. Despite the high proportion of successful businesses in the area (91%) and the many positive responses to survey questions, this survey suggests that there are three main areas where businesses need more support.

First, businesses noted their need for more clients and more talented labour. The Town's ongoing efforts to attract 'lifestyle entrepreneurs' and young families, combined with efforts to extend the tourism shoulder seasons have the potential to increase the number clients and employees for area businesses. Additionally, the Chamber's previous "shop local" campaign was anecdotally viewed as a success within the business community and many respondents would like to see the campaign repeated.

Second, survey results suggest that Town Council and local restrictions are perceived as a challenge to doing business in the Qualicum Beach area. An issue of particular significance to respondents is the current Sign Bylaw. Respondents suggest that a more lenient bylaw would increase the visibility of businesses to residents and visitors alike.

Third, survey results indicate key areas where businesses need additional support. In particular, many businesses requested support with individual and group marketing strategies. A smaller proportion of businesses also requested support with hiring/HR, as well as with business and succession planning. A coordinated effort amongst the Chamber of Commerce, the Downtown Business Association and other local business organizations could offer direct support in these areas through educational seminars and one-on-one sessions.

The inaugural Qualicum Beach Business Walks event served as an opportunity for businesses, civic leaders and other stakeholders to connect through face-to-face interactions and for civic leaders and stakeholders to take the pulse of the Qualicum Beach business community. Although the inaugural Business Walk should be considered a success as a single document, the value of Business Walks events will increase from year to year as it continues to forge stronger relationships in the community and as survey results begin to indicate attitudinal trends within the business community.

Thank You

The Qualicum Beach Chamber of Commerce extends its sincere gratitude to all the businesses, individuals and organizations who contributed to the 2015 Qualicum Beach Business Walks.

Suggested Improvements For 2015-2016 Business Walks:

1. Ensure that both the name of the business and the name of the individual who answered the survey are filled in on the survey.
2. Record a preferred email address or phone number on the survey with the contact name. This would be useful for follow up purposes.
3. Include the number of full time and part time employees in the survey. This will be useful in tracking business growth over multiple years.

APPENDIX TWO

Oceanside Business Walks 2017/18

Member of Parliament Gord Johns, Courtenay - Alberni
Spokesperson for Small Business and Tourism



Gord Johns, Member of Parliament | House of Commons | Ottawa, Ontario | K1A 0A6
T: 613-992-0903 | F: 613-992-0913 | Gord.Johns@parl.gc.ca | www.Gord.Johns.ca

“Small business is the backbone of our economy and a leading job creator. Our goal is to support local ownership to create a vibrant economic landscape.”

- Gord Johns, MP



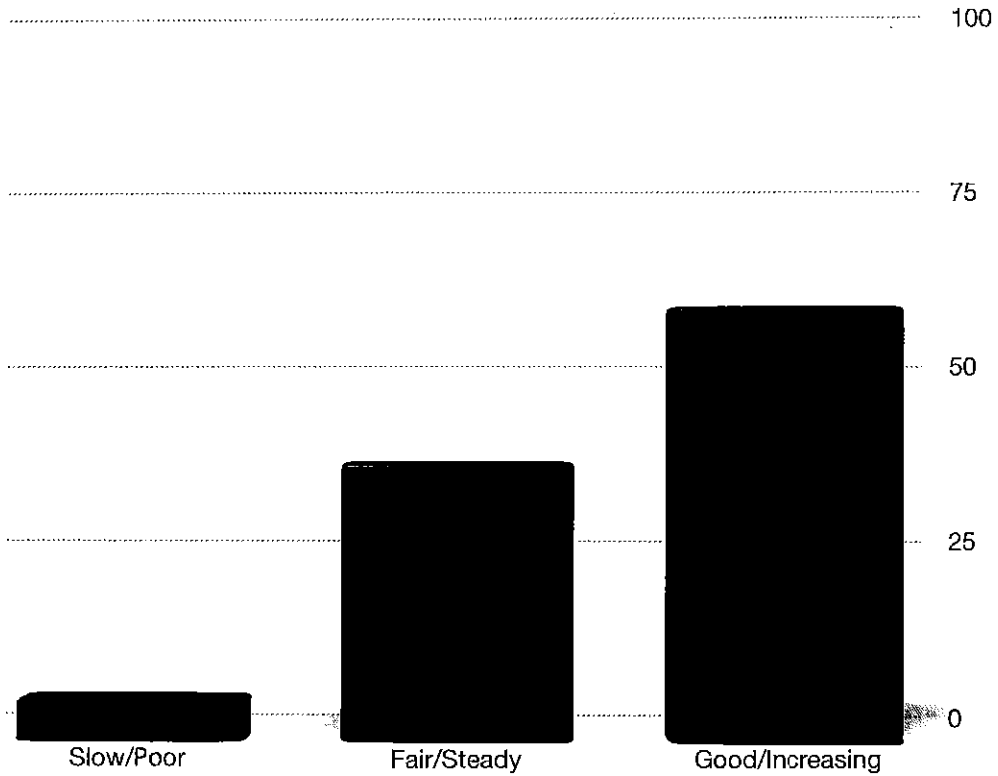
Oceanside Business Walks 2016

On October 12, 2016 Member of Parliament (MP) Gord Johns, Spokesperson for Small Business and Tourism, hosted Business Walks in Parksville Qualicum Beach, BC in partnership with the Qualicum Beach Chamber of Commerce. Volunteer groups consisting of Chamber directors and local councillors went door to door surveying small businesses in the community. The survey asked about their struggles and successes, and how local, provincial, and federal governments can better assist small businesses.

Business Walks are designed to establish a relationship between the business community and their Member of Parliament. Ongoing dialogue will assist in identifying issues and enable the MP to advocate for the small business community in Ottawa.

During a two-hour time period on the morning of October 12 businesses were visited by small teams of two to four people, including at least one Chamber representative and political leader. Each team surveyed businesses and recorded their anonymous responses to gauge the pulse of the business community in Oceanside. In total, 57 businesses were surveyed in French Creek and Qualicum Beach. The following are the results that came out of the business walks and roundtable discussion hosted by MP Gord Johns.

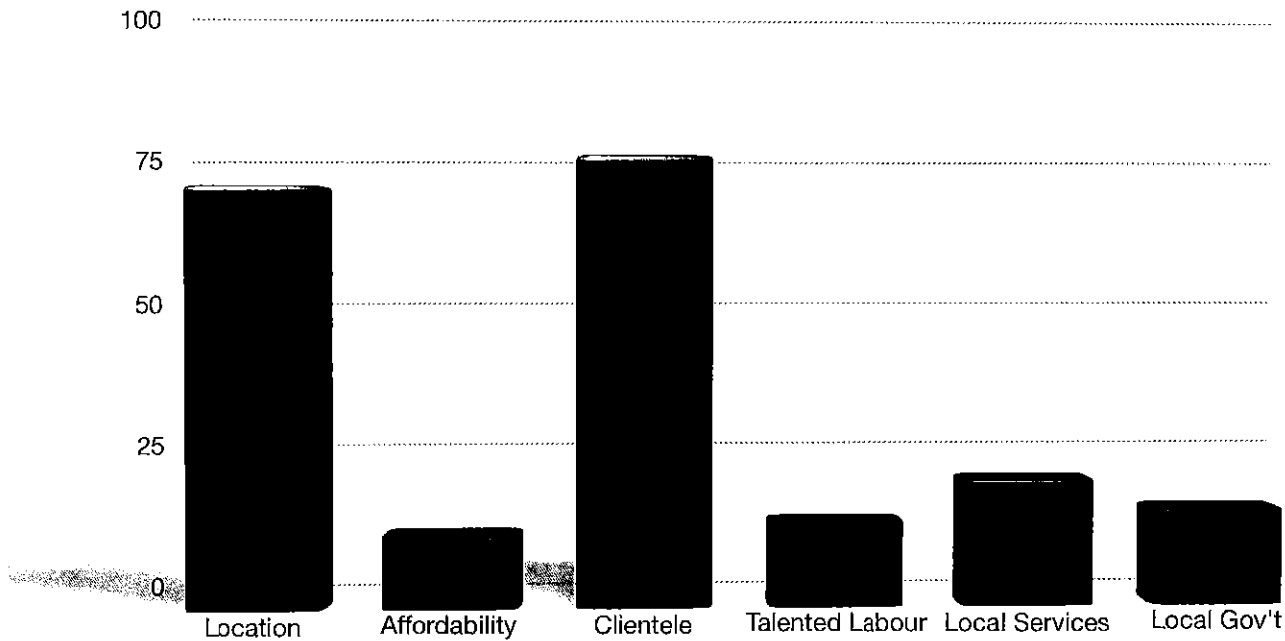
Question 1: Please rate the current state of your business



When asked to rate the current state of their business, the majority of respondents rated their business as “Good/Increasing” representing 58 per cent of businesses surveyed. Meanwhile, 37 per cent rated business as “Fair/Steady,” and only five per cent rated business as “Slow/Poor.”

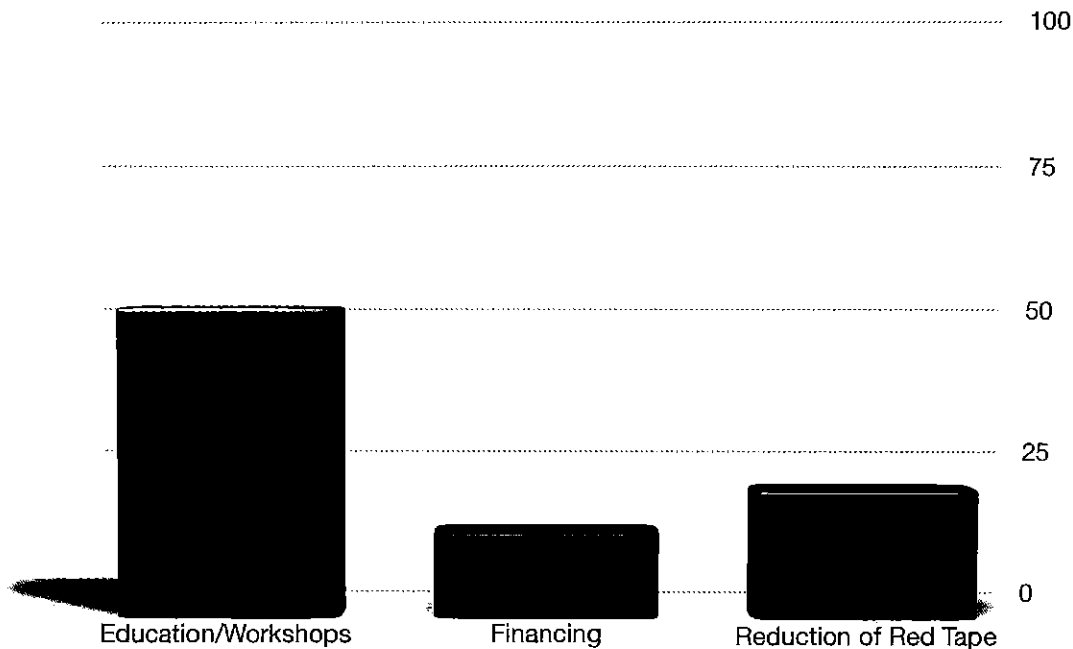


Question 2: What do you like most about doing business in Oceanside?



When asked what they liked most about doing business in the area, the majority of people responded by saying “Clientele” (75 per cent) and/or “Location” (70 per cent). Many of those surveyed mentioned that they were located in Oceanside because the owners wanted to live on the West Coast to take advantage of the unique lifestyle opportunities, and noted business increased during tourist season in the summer. Several people noted their loyal customer base as a driving force in their economic sustainability. The “Availability of Local Services” was noted by 21 per cent of respondents and a “Business Friendly Local Government” was noted by 16 per cent. Under 12 per cent of respondents pointed to “Affordability” and “Availability of Talented Labour” as aspects they liked about doing business in the area.

Question 3: What can be done to help your business thrive?



More than 50 per cent of those surveyed identified “Education/Workshops” would help their business thrive – most of the needs were for training in social media, marketing, and advertising. Twenty-one per cent of respondents identified “Reduction of Red Tape” as something that would help their business succeed – predominantly in terms of municipal regulations such as signage (specifically sandwich boards seemed to be a concern) and parking. Only 14 per cent of those surveyed said they needed help with “Financing.”

Many people in the business community voiced concern over the area’s aging demographic, succession planning, availability of skilled youth to employ, and some commented on the need to support growth in the community to attract younger people to the area. Several people also said affordable housing was an issue that hindered their ability to staff their business appropriately.

Small business is the backbone of our economy. Across Canada, small business creates 78 per cent of new jobs and accounts for almost one-third of Canada's Gross Domestic Product (GDP). The federal government has a duty and responsibility to support our job creators. Member of Parliament, Gord Johns, will continue to work with the government to support small businesses through key measures such as ensuring tax fairness, more funding for accessible childcare, affordable housing, greater access to high speed internet, economic diversification, and coastal protection. MP Johns will also advocate for greater access and more training for small business, increased funding for destination marketing, more funding to support women in business, and more funding for Aboriginal tourism.

For more information, please contact:

Member of Parliament Gord Johns Office

Parliamentary Office: 613-992-0903

Constituency Office: 844-620-9924

Gord.Johns@parl.gc.ca

www.GordJohns.ca

Qualicum Beach Chamber of Commerce

250-752-0960

info@qualicum.bc.ca

Town of Qualicum Beach

250-752-6921

qbtown@qualicumbeach.com

Appendix 3:

TOWN OF QUALICUM BEACH Renovating the Old Fire Hall for Regional Industry Growth

Appendix 3 - Renovating the Town of Qualicum Beach Old Fire Hall for Regional Industry Growth

Summary Evaluation

Proponent: Town of Qualicum Beach

Amount Requested: \$19,932.00

Summary: The Town of Qualicum Beach is looking to adapt the old Fire Hall through the renovation of two bays into an open concept studio to retain high tech businesses to the region. The Town of Qualicum Beach has recently been identified as the home of a growing creative marketplace through its Cultural Plan that sees creative industries as an economic driver. The area is home to many creative workers, such as graphic designers, sound engineers, video game designers and more recently, award-winning pioneers in Virtual Reality, Cloudhead Games.

Eligibility: Town of Qualicum Beach is an eligible organization. Eligible costs in the proposal include **Minor Capital improvements**

Priority Areas: **Employment and Skills Training:** attracts a mobile workforce to the area with future scalable opportunities to establish a high tech business network in the Region. This type of tech industry compliments the local film industry.
Arts, Culture and Media: This is an opportunity to enable the growth of a high tech studio in the Qualicum Beach area that will draw other businesses to the region. The vision to create an arts and media centre in the region will act as an accelerator or incubator program with industry partners in the high tech industry.

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
New and Unique:	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating	✓	

communities		
Will attract business and investment to the Northern Communities of the RDN	✓	
Community Support:	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)	✓	

Project Area: PARKSVILLE QB EA 'E' EA 'F' EA 'G' EA 'H'

EXPLAIN HOW YOUR PROJECT SUPPORTS THE PRINCIPLES AND PRIORITY AREAS OF THE PROGRAM:

see attached

(Please attach additional pages as necessary.)

LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:

see attached

(Please attach additional pages as necessary.)

PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:

- An Organizational Chart illustrating the structure of your organization, including Directors and volunteers.
- A copy of a bank statement showing your organization's name and address.
- A copy of your organization's financial statements for the current year and one year prior.
- A copy of your organization's budget for the current year and one year prior.
- Any supporting materials you consider necessary to communicate your project idea.

SIGNATURE



DATE:

MARCH 6, 2017

By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

SUBMIT HARD COPIES TO: NORTHERN COMMUNITY ECONOMIC DEVELOPMENT PROGRAM
 REGIONAL DISTRICT OF NANAIMO
 6300 HAMMOND BAY ROAD
 V9T 6N2

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:

DATE RECEIVED:

RECEIVED BY:

COMMENTS:

FUNDING AWARDED: YES NO

AMOUNT AWARDED:

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.



Project Description:

The Town of Qualicum Beach is renovating its old Fire Hall to implement actions from its Youth and Family Retention and Attraction Strategy that focus on generating economic opportunities through job creation. Specifically, the Town is looking to adapt the old Fire Hall through the renovation of two bays into an open concept studio to retain high tech businesses to the region.

The Town of Qualicum Beach has recently been identified as the home of a growing creative marketplace through its Cultural Plan that sees creative industries as an economic driver. The area is home to many creative workers, such as graphic designers, sound engineers, video game designers and more recently, award-winning world-renowned, pioneers in Virtual Reality. These professions are attracting a mobile workforce to the area with future scalable opportunities to establish a high tech business network in the region and support the vision of an accelerator or incubator program with industry partners.

As a result of identifying the professions, in 2013, the Town opened a Digital Media Studio in the old Train Station to offer low-cost, hot-desk opportunities and two small incubation spaces that allow small groups of three to five people to work on new projects. The old Fire Hall allows for the groups to grow in size to a business of up to 15 employees. However, businesses require twice the employees and space to allow these startups to get on their feet and have enough business to make their own investments moving forward.

Recently, the Town saw two startup companies leave the region because they could not find any affordable space to allow them to take this step to move beyond five people. The bays present an ideal open space for the installation of desk spaces located in the Town core and close to many amenities. The area has already been approved for modification to accommodate approximately 10 extra people. The old Fire Hall is already under use by a tech industry tenant that employs 14 people, and is rapidly expanding.

The tech companies in Qualicum Beach are part of an integrated network of approximately 100 workers, some of whom make up other small companies in the Oceanside area. The workers bring their young families, offer programs to youth and the public, participate on school Parent Advisory Committees, participate in Official Community Planning processes, participate in business discussion forums, and host special events within the community. They bring high cultural value to the region. These companies are rapidly expanding and require bringing more employees to the region. However, space is limited and the space that does exist, does not provide adequate interior design requirements for tech companies.

Describe in Detail what the Northern Community Economic Development Funds will be used for:

The Northern Community Economic Development Funds will be used for minor capital improvements to renovate two bays and a bathroom in the old fire hall into a usable working space for tech workers. The bay areas will be remodeled to include space for up to 10 people with upgraded electrical and flooring. The bathroom requires upgrades to meet building codes. Paint and drapes are required to create the appropriate ambiance to meet the requirements of tech companies.



List all grants received and/or applied from other sources:

The Town of Qualicum Beach has already invested \$15,000 on the site to complete basic safety and building compliance upgrades. The space is offered at below market rates and this has been advertised per the legislation. The company occupying the space provides the identified benefits, which makes up part of the term agreement. The intent would be to continue offering this opportunity for these incubated mid-sized companies until they get enough business to invest in the area and then open the opportunity to other tech companies.

Explain how your project supports the principles and priority areas of the program:

Supporting and collaborating with an award-winning start-up integrates several principles and priorities that generate the development of regional innovation:

The Town of Qualicum Beach meets **Flexibility** by collaborating with leading edge start-ups that offer the greatest potential to attracting young creative workers, foreign investors, and influential guests and companies to the Oceanside area. This is also in line with the Town's Youth and Family Attraction and Retention Strategy and we are attracting young professionals from Vancouver and internationally through this initiative. **Diversification** is met through the support of a growing tech industry, which in turn broadens the region's attractiveness for visitors through the workshops that the company holds and is a non-traditional industry in the Town of Qualicum Beach. The Town of Qualicum Beach is **Cultivating the Entrepreneurial Spirit** by supporting and **Facilitating Cooperation** with small business to grow the high tech industry. These industries are job makers in BC and send employees to conventions around the world thereby **Supporting Innovation in Science and Technology**. This naturally **Creates Regional Benefits** as employees bring with them knowledge and a network to attract investors and industry people to Qualicum Beach, that might not otherwise consider the region as such. Regional benefits also include collaboration to offer regular industry events for the over 100 professionals currently working in the area. These professionals are also making use of the Town of Qualicum Beach airport and the float planes in Nanaimo to commute to Vancouver, and this practice not only supports the transportation industry, but also encourages others in the tech industry to recognize the viability of the area.

The Regional District of Nanaimo has identified the development of the **High Tech Sector** as a priority area. This project demonstrates a collaboration with local government in order to identify local needs that will attract and retain tech companies in the region and support the next step to the incubation process. The region must continue to collaborate in order to ensure the attraction of creative economy in the area.

List any measurable economic benefits or other outcomes that will result from this project:

Through the expansion of space, companies could hire 6-8 more employees with the effects of attracting a young creative market in a non-traditional industry to Qualicum Beach. The current tenant is working with the Town of Qualicum Beach to monitor the effects of integrating their business into the Town. The Town can monitor the direct jobs that come in to fill the office spaces, work with the tenant to identify where employees are coming from, where they choose to relocate in the area, and what contributions they bring to the community.

As tech employees move to the region, the integration of current tech spaces will become important with the benefits of attracting investment and other businesses to the area.



Breakdown of Amount Requested

Interlocking Foam for Floor Upgrades	\$2,360.00
Garage Door Remodeling	\$6,000.00
Bathroom Renovations	\$5,000.00
Electrical Installations for Desks	\$1,500.00
Paint	\$2,500.00
Cable/Curtains to divide room	\$900.00
Desks (8x \$69)	\$552.00
Legs (32x \$35)	\$1,120.00
Total	\$19,932.00



October 12, 2016

RE: Letter of Support from Cloudhead Games Ltd. For the Town of Qualicum Beach Grant Application for the Northern Community Economic Development fund

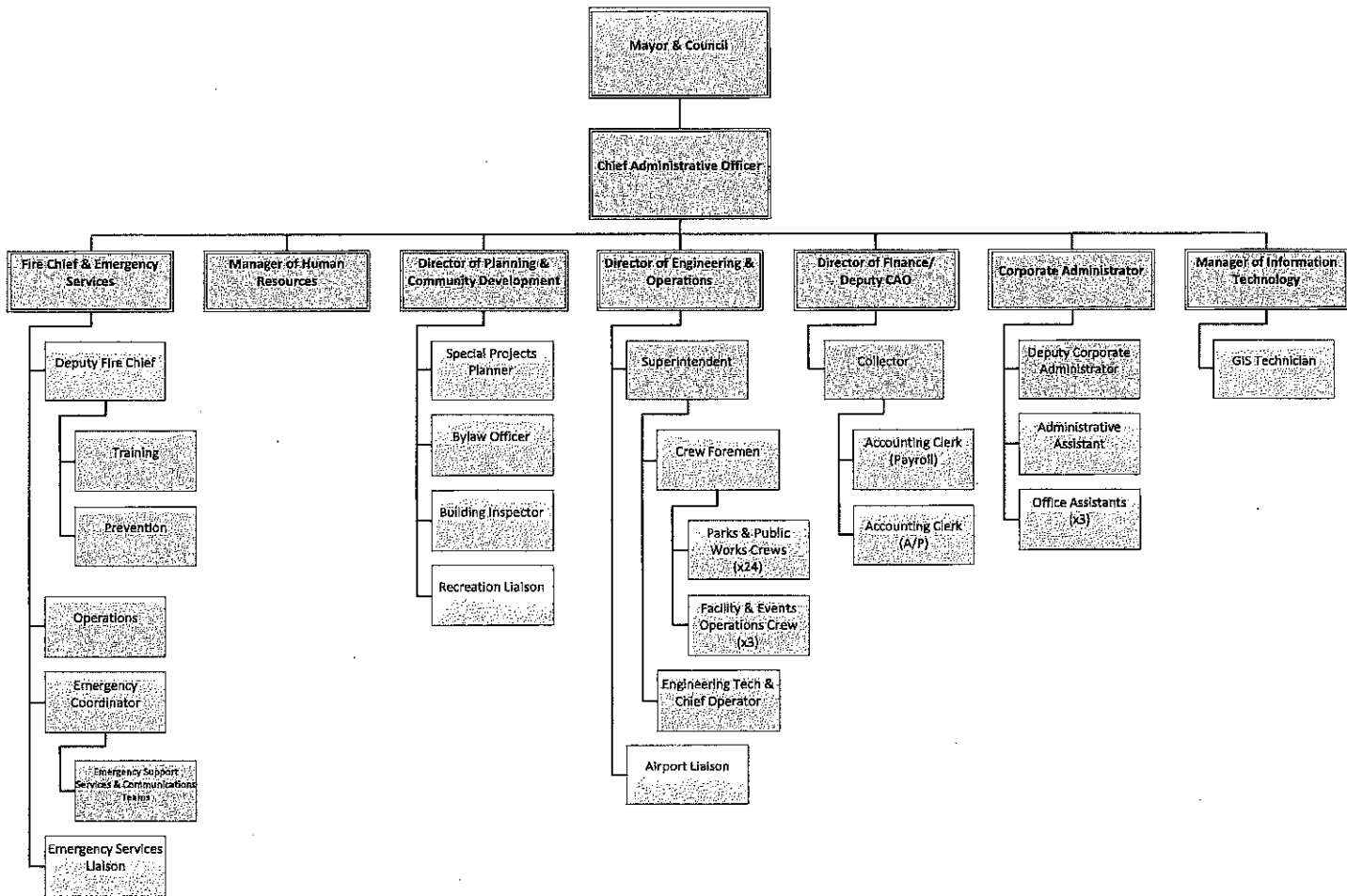
Dear Sir or Madam

We have been developing in Virtual Reality (VR) since late 2012. A successful Kickstarter campaign in the spring of 2013 gave us the mandate to create the first-ever announced, built for VR game, *The Gallery: Call of the Starseed*, which will be sold episodically throughout 2016 and 2017 helping to establish the upcoming VR market. With local investment raised last year we succeeded in completing our first game to sell on the digital marketplace Steam. Our startup VR game studio is currently at revenue as of April 2016. We have partnered with industry leaders such as Valve, HTC, Oculus, and Sony. Now, with multiple years under our belt, we have the knowledge, conviction and tenacity to make the best immersive VR experiences available. Our foundational code base and proprietary technology give us a giant leap forward in creating interactive experiences, while we continue to hone our VR sensibilities, making Cloudhead one of the best interactive VR studios in the world today. We have the unique opportunity to grow our studio in Qualicum Beach. Together with the Town and help from the region we want to enable growth in the tech industry.

Our team is growing fast! We currently have 14 full-time employees working from our studio. We have recently moved three employees here from various places across Canada and one, together with his family, from California. We have five more employees/contractors from Vancouver, Seattle and St. Catharines in Ontario, as well as many industry-related visitors flying in for various meetings. We are looking to hire 6-8 more employees for a new project in the new year and hope to double in size by the end of 2017. We need to renovate the downstairs of our studio to accommodate this growth and to allow new employees to thrive in our studio and enjoy the amenities that Qualicum Beach has to offer. We feel this will benefit the Town's Youth and Family Attraction and Retention Strategy and the Sustainability Plan to help enrich the employment opportunities within the region.

Sincerely,

Tracey Unger, General Manager
Cloudhead Games



Appendix 4:

MT. ARROWSMITH BIOSPHERE REGION AT VANCOUVER ISLAND UNIVERSITY

An Amazing Places Passport Program

Appendix 4 - Mount Arrowsmith Biosphere Region (MABR) at Vancouver Island University – An Amazing Places Passport Program

Summary Evaluation

Proponent: Vancouver Island University(VIU) (Mount Arrowsmith Biosphere Region Project)

Amount Requested: \$10,000

Summary: The Amazing Places Passport Program will leverage partnerships and marketing materials from Year 1 of the project. Specifically, funding will support the development of a Passport Program that encourages residents, and tourists to explore the ten Amazing Places and to spend additional time in local stores, restaurants, and organizations in the MABR. Since its inception, the project has demonstrated its strength in promoting the region to visitors and tourists through the development of outstanding promotional materials and videos. Each deliverable intends to support existing businesses and through regional collaboration finds innovative ways to showcase the region’s natural beauty while directing economic benefits to local businesses.

Eligibility: The VIU is an eligible organization. Eligible costs in the proposal include promotional materials.

Priority Areas: **Tourism and Recreation:** The Amazing Places project creates opportunities for businesses and organizations within the RDN’s Northern Communities to develop products and services that distinguish them geographically due to the project being a program of the Mount Arrowsmith UNESCO Biosphere Region, which has a distinct boundary.

Evaluation Criteria:

<i>Project Viability:</i>	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
<hr/>		
<i>Financial and Administrative Feasibility:</i>	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
<hr/>		
<i>New and Unique:</i>	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
<hr/>		
<i>Economic Benefit:</i>	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN	✓	
<hr/>		
<i>Community Support:</i>	Yes	No/ NA
Well-articulated community benefit;	✓	

Demonstrates partnership with the community or other organizations
Addresses priorities identified in the context of a community vision (Official
Community Plan, Regional Growth Strategy or Board Strategic Plan)



Project Area:

PARKSVILLE

QB

EA 'E'

EA 'F'

EA 'G'

EA 'H'

NAME OF ORGANIZATION: Mount Arrowsmith Biosphere Region at Vancouver Island University		AMOUNT REQUESTED: \$ 10,000
MAILING ADDRESS: 900 Fifth Street, Mail Drop 305-4, Nanaimo BC, V9R 5S5		
CONTACT PERSON: Monica Shore	TELEPHONE NUMBER: 250-802-7193 FAX NUMBER:	E-MAIL ADDRESS: mabr@viu.ca

PROJECT TITLE: An Amazing Places Passport Program for Tourism and Economic Development in the Mount Arrowsmith Biosphere Region
PROJECT DESCRIPTION: Please see attached PDF. (Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input checked="" type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input checked="" type="checkbox"/> EA 'E' <input checked="" type="checkbox"/> EA 'F' <input checked="" type="checkbox"/> EA 'G' <input type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: Please see attached PDF. (Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: Please see attached PDF. (Please attach additional pages as necessary.)

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

EXPLAIN HOW YOUR PROJECT SUPPORTS THE PRINCIPLES AND PRIORITY AREAS OF THE PROGRAM:
Please see attached PDF.


(Please attach additional pages as necessary.)

LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:
Please see attached PDF.

(Please attach additional pages as necessary.)

PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:

- An Organizational Chart illustrating the structure of your organization, including Directors and volunteers.
- A copy of a bank statement showing your organization's name and address.
- A copy of your organization's financial statements for the current year and one year prior.
- A copy of your organization's budget for the current year and one year prior.
- Any supporting materials you consider necessary to communicate your project idea.

SIGNATURE 	DATE: 2017-03-31
By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.	

SUBMIT HARD COPIES TO: **NORTHERN COMMUNITY ECONOMIC DEVELOPMENT PROGRAM**
REGIONAL DISTRICT OF NANAIMO
6300 HAMMOND BAY ROAD
V9T 6N2

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:	
DATE RECEIVED:	RECEIVED BY:
COMMENTS:	
FUNDING AWARDED: <input checked="" type="checkbox"/> YES <input checked="" type="checkbox"/> NO	AMOUNT AWARDED:

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

RDN Northern Community Economic Development Program
Application by the Mount Arrowsmith Biosphere Region via Vancouver Island University
March 31, 2017

PROJECT TITLE: An Amazing Places Passport Program for Tourism and Economic Development in the Mount Arrowsmith Biosphere Region

FUNDING REQUESTED: \$10,000

PROJECT DESCRIPTION:

The Amazing Places Project connects people with nature in five of Canada's 18 UNESCO biosphere reserves and educates residents and visitors about the ecological significance of well-loved, publicly accessible outdoor spaces. The project was brought to BC in 2016 through a collaboration between the Mount Arrowsmith Biosphere Region (MABR), the Parksville Qualicum Beach Tourism Association (PQBTA) and Vancouver Island University (VIU). The project raises awareness of natural spaces within the MABR, and supports the tourism industry within the RDN's northern communities through a powerful marketing package that distinguishes this part of Vancouver Island, Canada, and the world. Following the *do no harm* model, Amazing Places are designated in publicly accessible locations that can handle increased visitation.

Year 1 (2016-17) of the Amazing Places project officially began in September 2016 through an online nomination process that invited residents and visitors of Parksville, Qualicum Beach, and Electoral Areas E, F, and G to identify places that they believed should be celebrated locally, nationally, and internationally for their incredible beauty and ecological significance. From these nominations, partnerships were developed with all landowners upon whose properties Amazing Places were declared, including the RDN's Parks and Trails department. With partner approval, ten Amazing Places were selected and announced over a period of ten weeks from November 2016 to January 2017 in collaboration with Parksville Qualicum Beach (PQB) News. Once all Amazing Places were announced, a professionally produced video featuring all 10 Amazing Places was launched in January 2017, receiving over 30,000 views in the first 3 days on Facebook. You can see this video at mabr.ca/amazingplaces.

Deliverables for Year 1 of Amazing Places included the creation of an Amazing Places logo for UNESCO biosphere reserves in BC, the coordination and advertisement of a public online nomination process to designate Amazing Places across the region, the development of local and national websites to host information about the Amazing Places (www.mabr.ca/amazingplaces & www.biospherecanada.ca), the design and installation of interpretive signage at each site, the design, printing, and distribution of an Amazing Places brochure and map for visitors and tourists, the production of a professional video that provides an overview of all 10 Amazing Places, and the creation of educational materials for classrooms and families (called "Adventures in a Backpack") by students in an Environmental Stewardship undergraduate class at Vancouver Island University.

On Thursday, March 30th, 2017, the MABR and PQBTA hosted the official community launch of the Amazing Places project in Parksville. The event was attended by leaders from local government and First Nations, and over 100 members of region's tourism industry stakeholders and residents.

The MABR's 10 Amazing Places will be promoted as the top places to visit in the Mount Arrowsmith Biosphere Region, which includes the majority of the RDN's northern communities.

Project website: mabr.ca/amazingplaces

Project hashtag: #AmazingPlacesMABR

Amazing Places Project History:

The Amazing Places Project was first developed in 2010 to connect residents and tourists with nature trails in New Brunswick's Fundy UNESCO Biosphere Reserve. Fundy's pilot project was a huge success and it inspired Ontario to collectively launch the Amazing Places project in three of its four biosphere reserves. This prompted the development of a national Amazing Places Committee in 2014 (of which the MABR is a member) to standardize Amazing Places branding and to develop national guidelines for the project. From one biosphere reserve to four in less than three years, followed by a fifth with the MABR taking the lead in BC, the Amazing Places project has become a Canada-wide initiative that links the country's UNESCO biosphere reserves through a unified and consistent brand and concept. This Amazing Places package can be leveraged at the local level to increase visitation of our region's natural gems and surrounding communities, raise environmental awareness and appreciation for the rich biodiversity that surrounds us, and promote year-round sustainable tourism. Furthermore, Canada's Amazing Places project is recognized for meeting the conservation and sustainable development mandate of UNESCO's Man and the Biosphere (MAB) Programme.

Project Partners:

Funding partners for the MABR's Amazing Places project include Destination British Columbia, PQBTA, and VIU. The project has also relied on the development of strong partnerships with regional stakeholders upon whose property the Amazing Places are located: The Regional District of Nanaimo's Parks and Trails program, BC Parks, the City of Parksville, the Town of Qualicum Beach, the Brown Property Preservation Society (Heritage Forest), VIU's Milner Gardens & Woodland, and Fairwinds Estate. Additionally, the MABR has worked closely with Qualicum and Snaw-Naw-As First Nations, ensuring that all the information curated for interpretive materials acknowledges Indigenous territories and provides information about Indigenous knowledge when and where appropriate. Finally, the printing of interpretive signs was done in partnership with Parksville's Scott Signs, and Pacific Brimm Catering provided refreshments for the project's official community launch on Thursday, March 30th at the Parksville Civic & Technology Centre. It is without a doubt that one of the greatest accomplishments of Year 1 of the Amazing Places project has been the development of

collaborative partnerships between organizations across the region—an asset that will be leveraged in Year 2 (2017-18).

PROJECT AREAS ADDRESSED: Parksville, Qualicum Beach, and Electoral Areas E, F, and G

DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR:

Destination BC and Parksville Qualicum Beach Tourism have already committed a total of \$20,700 to Year 2 (2017-18) of the Amazing Places project. These funds will be used to develop ten 2-minute professional videos about each of the Amazing Places, allowing the MABR to delve deeper into the ecological and cultural significance of each site and to speak about related activities nearby to generate local economic development spin-offs. Vancouver Island University has also committed \$7,500 of in-kind support to Year 2 of the project through the time of the MABR Coordinator for project management and assistance in media relations from VIU's Communications department.

The \$10,000 requested from the RDN's Northern Community Economic Development program will be used to leverage partnerships and marketing materials from Year 1 of the Amazing Places project. Specifically, funding will support the development of a Passport Program that encourages residents, visitors, and tourists to explore the ten Amazing Places and to spend additional time in local stores, restaurants, and organizations in the MABR. Program development would include the following steps:

1. Establish an Amazing Places volunteer committee to support the establishment of the Passport Program. Staff from the Qualicum Beach Museum have already offered their time and support;
2. Coordinate and facilitate a community visioning and brainstorming session to receive input from local businesses and organizations to ensure that the Passport Program meets the needs of the RDN's northern communities, is user-friendly, and has buy-in from participating businesses and organizations;
3. Work with the business community to determine what types of promotions could be provided "in-store" for visitors and tourists who get their Amazing Places passports stamped on site. For example, perhaps businesses can provide a 10% discount on certain products or services or donate \$2 per purchase to an Amazing Places conservation or ecosystem services fund;
4. Develop a plan and guidelines to describe how the Passport Program will work and that clearly identifies who is responsible for each aspect of the program. The plan will also include indicators for measuring the success of the Passport Program;
5. Outsource the design of Amazing Places passports to ensure that they meet national branding guidelines and standards;
6. Print a minimum of 10,000 copies of the Amazing Places passport to trial for Year 2;
7. Order a supply of Amazing Places rubber stamps with the Amazing Places BC logo;
8. Distribute passports and rubber stamps to participating businesses and organizations;
9. Monitor the success of the Passport Program.

The idea for the Passport Program was vetted by potential program partners at the Amazing Places Community Launch on March 30, 2017. The response was extremely positive and many asked follow-up questions to find out how they could assist and when the program would be launched. A detailed is provided in the ‘Supporting Materials Appendices.’

GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES FOR AMAZING PLACES:

Organization	Year	Value	Cash	In-Kind
Vancouver Island University Research Awards Committee - student research assistance	2015	\$4,612	X	
Vancouver Island University – A percentage of the salary of the MABR Coordinator, dedicated to project coordination and support provided by VIU Communications for media releases, etc.	2016	\$7,500		X
Vancouver Island University – Student Coordination Assistance	2016	\$700	X	
Destination British Columbia	2016-17	\$23,000	X	
Parksville Qualicum Beach Tourism Association	2016-17	\$23,000	X	
Destination British Columbia	2017-18	\$10,350	X	
Parksville Qualicum Beach Tourism Association	2017-18	\$10,350	X	
Vancouver Island University – Student Coordination Assistance	2017	\$700	X	
Vancouver Island University – A percentage of the salary of the MABR Coordinator, dedicated to project coordination and support provided by VIU Communications for media releases, etc.	2017-18	\$7,500		X
TOTAL		\$87,712		

Note: A detailed budget for Year 1 (2016-2017) and Year 2 (2017-2018) of the Amazing Places project is available in the Supporting Materials section.

EXPLAIN HOW YOUR PROJECT SUPPORTS THE PRINCIPLES AND PRIORITY AREAS OF THE PROGRAM:

Principles

The Amazing Places project supports four main principles of the Northern Community Economic Development program: Flexibility, Foster Diversification, Facilitate Cooperation, and Create Regional Benefits.

The project meets the *Flexibility* principle by providing a versatile portfolio of materials that local businesses can leverage for their own economic gain. Furthermore, project coordinators are there to provide support to businesses and organizations that are interested in working in

collaboration with the Mount Arrowsmith Biosphere Region to create Amazing Places products and services that take advantage of the region's international UNESCO designation. Amazing Places is a national UNESCO biosphere reserve brand and asset that is at the disposal of local businesses, organizations, and communities that are located within the Mount Arrowsmith Biosphere Region. It is a unique opportunity—one that distinguishes us from other parts of Vancouver Island.

The Amazing Places project meets the *Foster Diversification* principle by promoting the region's attractiveness as a tourism destination. One of the main reasons the project received generous funding from Destination British Columbia and Parksville Qualicum Beach Tourism in its first year is because of its potential to attract visitors and tourists during the off-season, to increase overnight stays in the region, and to reach target markets as identified in recent visitor experience surveys. The project is attractive to tourists because it tells a unique story about our region, it connects us to the rest of Canada through the a nationally endorsed brand, and it stems from a United Nations Educational, Scientific, and Cultural mandate to connect people with nature.

The project meets the *Facilitate Cooperation* principle by bringing a large number of diverse organizations into partnership through a positive initiative that everyone involved can benefit from and be proud of. The funding scheme for the project demonstrates that multiple stakeholders already see its value, and the commitment by an impressive amount of project partners is meaningful and enduring; permanent signage has been installed in all ten Amazing Places locations and partners are keen to work with the Mount Arrowsmith Biosphere Region to attract visitors and tourists to their sites over the long-term. The collaborations that took place in Year 1 are the building blocks for further relationship development and new partnerships in years to come.

Finally, the Amazing Places project meets the *Create Regional Benefits* principle because it creates opportunities for businesses and organizations within the RDN's Northern Communities to develop products and services that distinguish them geographically due to the project being a program of the Mount Arrowsmith UNESCO Biosphere Region, which has a distinct boundary. (See a map of the MABR in the Supporting Materials folder). The fact that Amazing Places is a brand that belongs to Canada's UNESCO biosphere reserves, and can only be used in and by designated biosphere reserves, provides a competitive advantage to businesses that leverage the brand for their economic benefit.

Priority Areas

The Amazing Places project primarily addresses the Northern Community Economic Development Program's ***Tourism and Recreation*** Priority Area. Since its inception, the project has demonstrated its strength in promoting the region to visitors and tourists through the development of outstanding promotional materials and videos. The project would not have received support from Destination BC or Parksville Qualicum Beach Tourism without this potential for strong benefits to the tourism economy.

Work proposed for Year 2 will build upon existing materials to draw people to the region for extended stays; the brochure developed for Amazing Places indicates how the Amazing Places can be explored in multi-day trips, encouraging people to stay overnight and spend more time in the MABR. Furthermore, each deliverable proposed in this application intends to support existing businesses and poses no threat or competition. Rather, the project enables greater regional collaboration and finds innovative ways to showcase the region's natural beauty while directing economic benefits to local businesses, organizations, and communities.

Connection to the RDN's Regional Growth Strategy and Municipal OCPs:

The Amazing Places project is a clear example of an initiative that places environmental, economic, and social sustainability as priority principles. This reflects the vision of the RDN's Regional Growth Strategy (2011) the objectives of municipal OCP's, and the mandate of UNESCO biosphere reserves to conserve regional biodiversity while identifying and supporting opportunities for sustainable livelihoods. People, profit, and planet are at the heart of the project.

LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:

In Year 1 of the Amazing Places project, the MABR developed relationships with a vast number of regional organizations that believe in the potential of this project and whose endorsement provides credibility to our work. We now have the opportunity to work more closely with the business community to leverage the Amazing Places brand and to bring the project to life through partnership, collaboration, and creative thinking.

In addition to being a project that supports the sustainable economic development of the RDN's Northern Communities, Amazing Places has already proven itself as a platform for relationship and partnership development between different organizations across the region. By the end of Year 2, we will be able to speak to new partnerships that have been established and to provide insights on the benefits of working together regionally on initiatives that promote economic, environmental, social, and cultural sustainability. It is on the basis of collaboration that this region has been recognized as a UNESCO designated biosphere reserve—a success we share across all communities within the biosphere's boundary.

By supporting this proposal and its associated two programs, the RDN will strengthen an already successful relationship with the MABR, create multiple benefits for each of the communities and interest groups within the region, demonstrate tangible outcomes that celebrate this region's cultural and biological diversity, and support the growth of a resilient local economy.

APPENDICES

Supporting Materials

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VIU Financials for 2015-2016

2015 letters of support from the Parksville Qualicum Beach Tourism Association and the Regional District of Nanaimo

Communications materials developed in Year 1 of the Amazing Places project have been shared with the RDN's Sharon Horsburgh via email (SHorsburgh@rdn.bc.ca). These include:

- Amazing Places brochure and map
- Posters
- Adventures in a Backpack

ABOUT THE MOUNT ARROWSMITH BIOSPHERE REGION (MABR)

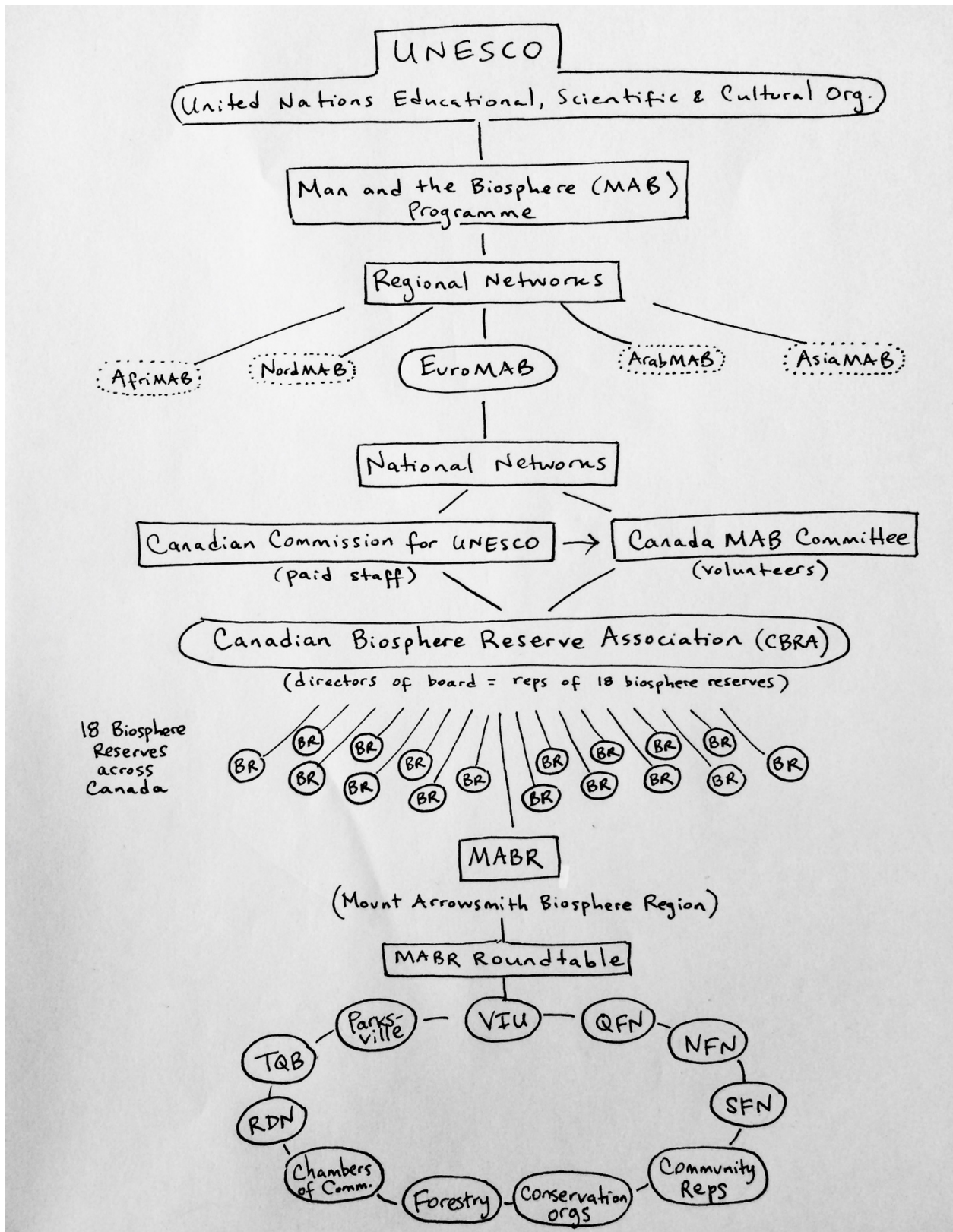
The MABR was designated as a UNESCO biosphere reserve in the year 2000. In 2014, Vancouver Island University (VIU) and the City of Parksville took over management of the MABR and have since rebuilt a strong and unique governance model that involves First Nations, local and senior levels of government, private industry, conservation groups, community representatives, and VIU. The governance model is called the MABR Roundtable, of which several RDN Board Directors are members and can attest to its success. Communities within the MABR boundary include Nanoose Bay, Parksville, French Creek, Qualicum Beach, Dashwood, Hilliers, Coombs, and Errington. The MABR is situated within the traditional territories of Snaw-Naw-As, Qualicum, Snuneymuxw, K'ómoks, Dididaht, Hupacasath, and Tseshaht First Nations.

The purpose of the MABR is to facilitate collaboration between diverse communities and organizations with the goal of sustaining the cultural, economic, environmental and social health of our region over the long term. Our team coordinates programs, events, community forums, and multi-media projects that connect people with nature, encourage Reconciliation and knowledge exchange between Indigenous and non-Indigenous peoples, promote the conservation of biological diversity, foster sustainable economic development, and showcase our region to Canada and the world. Furthermore, we have an established research institute at VIU called MABRRI that has already partnered successfully with the RDN through its Drinking Water and Watershed Protection Program. For more information about what we do and how the MABR and MABRRI are separate entities, please see our websites: www.mabr.ca and mabrri.viu.ca. We are also pleased to discuss this distinction in person.

Over the past two and a half years, the MABR has demonstrated tremendous community value and created meaningful benefits and outcomes for many residents and stakeholders. Examples of our successes include the Roundtable, the Amazing Places program (please see: mabr.ca/amazingplaces), our annual citizen science BioBlitz, frequent community lectures, and opportunities for the community to participate in research with VIU faculty, students, and community knowledge holders. Our accomplishments are documented in our Annual Reports, available at mabr.ca/resources and we have received frequent mention for our exemplary work by the United Nations Educational, Scientific and Cultural Organization (UNESCO) at national and international levels. In particular, at the UNESCO 4th World Congress on Biospheres, Mount Arrowsmith was recognized at the final plenary session before 1,000 delegates. Finally, a rigorous periodic review process, which takes place every 10 years (next one in 2020) ensures that our work meets the quality and mandate of UNESCO's Man and the Biosphere (MAB) Programme.

www.mabr.ca

MABR ORGANIZATIONAL CHART



UNDERSTANDING THE MABR'S ORGANIZATIONAL CHART

UNESCO's Man and the Biosphere Programme

- Website: <http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/man-and-biosphere-programme/>
- The World Network of Biosphere Reserves (WNBR) includes 669 biosphere reserves in 120 countries

Regional Networks

- Website: <http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/man-and-biosphere-programme/networks/euromab/>
- There are 9 regional networks that create opportunities for similar cultural and linguistic groups to share information: Africa (AfriMAB), Latin America and the Caribbean (IberoMAB), Europe and North America (EuroMAB), Asia and the Pacific (EABRN, PacMAB, SACAM, and SeaBRnet), Arab States (ArabMAB), and Inter-regional (REDBIOS)
- The EuroMAB Regional Network includes 302 biosphere reserves in 36 countries, including Canada and the United States

National Commissions, Committees and Networks

- Any country with designated biosphere reserves has a UNESCO commission and a national committee that oversees the work of each site, providing guidance, support, and a direct link to UNESCO.
- In Canada, the Canadian Commission for UNESCO (www.unesco.ca) has a dedicated staff person whose portfolio includes biosphere reserves. This person coordinates the Canada Man and the Biosphere (MAB) Committee, which conducts periodic reviews of each biosphere reserve every 10 years, and whose members are content experts. Canada MAB Committee members are elected or reelected every two years and are volunteers. They ensure that Canada's biosphere reserves are meeting their international mandate.
- The Canadian Biosphere Reserve Association (CBRA) is a registered not-for-profit society whose Board of Directors includes one representative per biosphere reserve. There are 18 biosphere reserves in Canada, and therefore 18 directors on CBRA's Board.
- The purpose of CBRA is to ensure that Canada's biosphere reserves function as a cohesive network and have communication tools and programs in place to support each site in meeting their common UNESCO mandate.
- CBRA's Board of Directors meets quarterly by teleconference and annually in person in one of Canada's cities.
- CBRA's Executive Committee meets monthly or as needed by teleconference and takes responsibility for meeting most of the network's goals, such as applying for federal grants, planning national events such as a Day on the Hill in Ottawa planned for May 29 2017, and ensuring that the national website is current (biospherecanada.ca).

- The Mount Arrowsmith Biosphere Region’s Coordinator, Monica Shore, is an elected member of CBRA’s Executive Committee and holds the role of 2nd Vice-Chair. She is planning CBRA’s Day on the Hill and is manages the website.

Governance of Canada’s Individual Biosphere Reserves

- Every biosphere reserve has a unique governance model. Most biosphere reserves in Canada have established a not-for-profit society or foundation with a board of directors to oversee and/or conduct the work to meet their UNESCO mandate.
- Many biosphere reserves have no paid staff and rely solely on volunteers.
- The Mount Arrowsmith Biosphere Region (MABR) was initially governed by the Mount Arrowsmith Biosphere Foundation (MABF) but this registered not-for-profit society was dissolved in 2014 following a negative periodic review in 2010. The MABF was unable to resolve certain internal disputes and was replaced, in 2014, by the establishment of the MABR Roundtable.

MABR Roundtable

- The MABR Roundtable is the governance body of the Mount Arrowsmith Biosphere Region (MABR). Members of the Roundtable include representatives from local First Nations (Snaw-Naw-As, Qualicum, and Snuneymuxw), local and senior levels of government, Vancouver Island University, conservation organizations, the business sector and forestry industry, as well as two elected community representatives.
- The Roundtable is not a registered not-for-profit society; rather, it is a formalized gathering of regional leaders and representatives who have agreed to make the time and space to come together on a quarterly basis to develop and help to implement a collective vision for the sustainability of the MABR in the short, medium, and long term.
- Members of the Roundtable help to identify and provide funding for the daily operations and projects of the MABR and its associated research institute, MABRRI, at Vancouver Island University (VIU).
- Established in 2014 but formally launched in 2015, the Roundtable is recognized by the Canadian Commission for UNESCO as an innovative model of governance for Canada’s biosphere reserves and has been shared internationally as an example of Reconciliation in Action. In February of 2017, a 3-minute video was produced to share the Roundtable model with the World Network of Biosphere Reserves: <https://youtu.be/uSlgXnyxb1A>. (Please note that this video has not yet been publicly launched and will be premiered online mid-April 2017. Thank you for keeping the viewing of this video internal for now.)

MABR Legal Structure

- The Roundtable model is innovative in that it provides a new way of working together as a region, and while it is a formalized structure, it is not a legal entity.
- The MABR’s legal structure is mainly provided by VIU, and the financials of certain projects are sometimes managed through partnering organizations, as is the case of the Amazing Places project, whose cash budget was handled by the Parksville Qualicum Beach Tourism Association (PQBTA) and whose in-kind budget was provided by VIU.

- In July of 2014, when the management of the MABR officially transferred over from the Mount Arrowsmith Biosphere Foundation to an initial partnership between VIU and the City of Parksville through a Memorandum of Understanding (the beginning of the Roundtable structure), VIU committed to hiring a coordinator for the MABR—a VIU project worker employee—for a 5-year period (2014-2019).
- In August of 2014, VIU also established a research institute for the MABR that was formally approved by VIU Senate in the spring of 2015, giving it formal status within the university. This entity is known as the Mount Arrowsmith Biosphere Region Research Institute (MABRRI) and its website is mabrri.viu.ca. MABRRI works collaboratively with Roundtable and other regional partners (including the RDN’s Drinking Water and Watershed Protection Program), community members, VIU faculty, and VIU students to conduct research within the boundary of the Mount Arrowsmith Biosphere Region. All research focuses on environmental, economic, social, and cultural sustainability. A list and description of current projects conducted by MABRRI is provided later in the Appendices section.
- The next page provides a diagram illustrating the people involved in the day-to-day operations and project management of the MABR and MABRRI, its affiliated research institute at VIU. VIU covers the cost of a full-time research coordinator and supports the employment of VIU students involved in project coordination and implementation.

MABRRI & MABR 2017 STAFF CHART

Dr. Pamela Shaw
MABRRI Research Director

Dr. David Witty
MABR Director

Graham Sakaki
MABRRI Research

Monica Shore
MABR Coordinator

Ashley Van Acken
MABRRI Assistant Research

Michelle Harnett
Amazing Places Coordinator

Ryan Frederickson
MABRRI Research Assistant

Kayla Harris
MABRRI Research Assistant

Kidston Short
MABRRI Research Assistant

Sarah Holden
MABRRI Research Assistant

Taylor Alexander
MABRRI Graduate TA/RA

Rushi Gadoya
MABRRI Graduate TA/RA

Stacey Cayetano
MABRRI GIS Specialist

Larissa Thelin
MABRRI Work-Op Student

Curtis Rispin
MABRRI Work-Op Student

Carson Anderson
MABRRI Work-Op Student

Christos Doukakis
MABRRI Work-Op Student

Kyle Boyd
App Developer Student

Adriaan Mulder
App Developer Student

MABRRI CURRENT PROJECTS



1. Wetland Mapping in the Regional District of Nanaimo

The Regional District of Nanaimo's Drinking Water and Watershed Protection Program has the mandate to learn more about the water resources in our region, to better inform land use decisions. The program areas include: Providing Public Education and Fostering Awareness; Improving Local Data Collection and Monitoring; Linking to Policy and Planning. Since 2009, the DWWP Program has been building the local, regional dataset of water information. Ground-water level monitoring and surface water quality monitoring have been two main areas of focus and success.

A prominent data gap that remains is the lack of information on wetlands in our region: where they are, how they are classified and what connection they have to groundwater recharge. This is important data that is linked to land use planning in our region. If we have a good inventory of where the wetlands are, and if we can quantify their role in conveying and cleaning water for our communities that are primarily reliant on groundwater, and for our streams that benefit from groundwater contributions to base-flow, then subsequently regional land planning can be directed in such a way as to protect these key features.

Technical Advisory Committee: Alan Gilchrist & Jerome Lesemann (VIU), Julie Pisani (RDN DWWP), and Bernd Keller (MVIHES)

Funded by: Regional District of Nanaimo, Vancouver Island University, and RBC's Blue Water Program

2. Preserving language and knowledge pertaining to native plants traditionally used by Snuneymuxw First Nation

This research aims to map native species, sites, and soils occurring on the Nanaimo, Vancouver Island University Campus in order to determine suitable locations to plant native plants traditionally used by Snuneymuxw First Nations for medicinal purposes. Once sites have been determined we will plant species among the campus, and have signage and mapping associated with each species in an effort to help preserve the traditional medicinal values, language, and knowledge pertaining to each species. Once the initial portion of this research is completed, we can then develop programs and courses that can be offered at Vancouver Island University at the Aboriginal Gathering Place, and have Snuneymuxw traditional knowledge holders teach others about the important values, uses, and cultural significance related to native plants.

Technical Advisory Committee: Snuneymuxw Elders in Residence at VIU

Funded by: Vancouver Island University

3. Coastal Forest Plant Phenology Research and Monitoring Pilot Project

Plant phenology studies provide important information on biological response to climate change, supporting land and resource management. The primary objective of this project is to connect VIU students, researchers, and faculty with BC's Ministry of Forest Lands and Natural Resource Operations (MFLNRO) research program and Milner Gardens & Woodlands' Climate and Phenology Project in a collaborative effort to assess and monitor climate change effects on local plant phenology. The main outcomes of this proposal include: [1] development of plant phenophase data collection methodologies; [2] collection of plant phenophase observations for the 2017 growing season; and [3] assessment of long-term project development (based on one growing season of piloting methods).

Technical Advisory Committee: Matthew Bowes & Geoff Ball (VIU), Heather Klassen (MFLNRO), and Holly Blackburn, Dorothee Kieser & Craig Clarke (Milner Volunteers)

Funded by: VIU and MFLNRO

4. 2017 MABR BioBlitz

The main objective of this project is to build off the successes from the 2016 Mount Arrowsmith Biosphere Region (MABR) BioBlitz, and expand the event in 2017. In 2017, we hope to expand the event by monitoring fauna, and adding marine surveying to the event. Guided from community feedback from our last event, our goal is to expand the event each year for community members who have experience in Blitzing, while continuing to train new participants on how to Blitz. The 2016 MABR BioBlitz was a great success in terms of meeting our original objectives which included: [1] hosting a BioBlitz event as part of the Brant Wildlife Festival in 2016; [2] promoting student research through outreach in the local community; and, [3] contributing to long-term monitoring of flora and fauna in the MABR.

Technical Advisory Committee: None

Funded by: VIU and the TD Friends of the Environment Foundation

5. Bull Kelp Sample Collection and Marine Monitoring in the Salish Sea

The aim of this project is to contribute to the work that the Pacific Salmon Foundation has been conducting through the development of their Salish Sea Marine Survival Project, as well as the work that the Nile Creek Enhancement Society has currently underway regarding enhancement of bull kelp within the Salish Sea in retaliation to climate change. The targeted goals of this project are as follows: [1] through meeting with tenured marine biologists and program coordinators that work for the Pacific Salmon Foundation, Nile Creek Enhancement Society, and Project Watershed; determine what locations are of particular interest to the organizations which are currently lacking data collection; [2] conduct a literature review on factors limiting the successful development of bull kelp; [3] the collection of bull kelp spores (seeds) to be sent in for further analysis, and to find heartier strains of bull kelp that may be more resistant to warming water temperatures; and [4] Collect water samples from each site to capture a water profile of the following attributes: temperature, dissolved oxygen, turbidity, pH, and conductivity to help determine whether the site could support new bull kelp production.

Technical Advisory Committee: John Morgan (VIU), Bill Heath (Project Watershed)

Funded by: VIU and the St. John's School of Alberta Legacy Foundation

6. Snaw-Naw-As Garden of Spiritual Healing

Snaw-Naw-As First Nation completed the construction of the Community Health Centre in 2013. The plans to site a Garden of Spiritual Healing adjacent to the Health Centre have been in progress for many years, but have only recently moved significantly forward. As is often the case, shortages in funding, human resources, and project management time to devote to the garden have limited the capacity for carrying out this initiative. However, through new collaborations with the Mount Arrowsmith Biosphere Region Research Institute (MABRRI) and community support, plans to establish the garden have re-emerged and are progressing quickly. MABRRI has been working on a design process for the garden with Snaw-Naw-As First Nation and is assisting their Health Centre staff to apply for funding. A garden committee consisting of Snaw-Naw-As First Nation community members, and Elders has helped guide the development of the garden. The garden construction is scheduled to begin in mid-late April 2017. The garden will provide four complementary uses: community education, health and wellness, food security, and community gathering space.

Technical Advisory Committee: David Witty & Pam Shaw (VIU), Donna Edwards, the Garden Committee, and the Elders (Snaw-Naw-As First Nation)

Funded by: VIU, the Home Depot Foundation of Canada, the TD Friends of the Environment Foundation, and Vancouver Island Health Authority

7. Parksville Parks Master Plan

VIU's MABRRI and Master of Community Planning researchers are currently working with the City of Parksville to conduct a resident and visitor survey to help inform Parks planning. There are two main components of the Parksville Parks Master Plan: [1] a parks survey report, that encompasses all the City Parks; and, [2] a Community Park Master Plan that explores long-range management and planning of the celebrated Parksville Community Park. Student researchers will work closely with the City of Parksville staff throughout the projects duration, and host many events for community members to engage and participate in the parks planning.

Technical Advisory Committee: Pam Shaw & Sylvie Lafreniere (VIU), and Deb Tardiff & Mark Lefebvre (City of Parksville)

Funded by: City of Parksville

8. MABR Environmental Monitoring App

Development of the Mount Arrowsmith Biosphere Region Environmental Monitoring App began in 2016 upon receiving funding from the North American Partnership for Environmental Community Action. This project takes a community-based, participatory approach to creating new online mapping for the Mount Arrowsmith Biosphere Region. The app has involved VIU students, faculty and community members who have provided feedback and input in order to determine the types of fields the community would like to see and how information will be disseminated. The app aims to record data in real-time using handheld devices (phones or tablets) and the collector for ArcGIS app. It will allow users to record observed features (e.g. native plants, recent landslides) or issues (e.g. cougar sightings, invasive species). Information collected by citizens will then be reviewed by the Mount Arrowsmith Biosphere Region

Research Institute (MABRRI) and incorporated into a "living" community map linked to the MABR website. Recorded data would then become available to the public and researchers and would form the basis of several roundtable discussions to review current issues and develop new research goals. The app target launch date is March 12th at the RDN Water Day event in Parksville.

Technical Advisory Committee: None

Funded by: North American Partnership for Environmental Community Action

9. Lake Monitoring in the Little Qualicum Water Region

Lake Monitoring in the Little Qualicum Water Region began in 2016 as a trial-monitoring program funded by Vancouver Island University's Research Awards Committee. The main goal of the project was to train VIU students on monitoring lake health following the BC Lake Stewardship Society's standards (BCLSS). MABRRI student researchers prioritized data collection in both Cameron and Spider Lake during the first year of the project and will continue monitoring the lakes for three years (through 2018). Student researchers are measuring and recording water clarity, surface temperature, dissolved oxygen and other water chemistry parameters. All data collected will contribute to the BC Lake Stewardship Society's (BCLSS) lake monitoring program to help gauge the current health of our lakes. This project has the ability to become a long-term research project for VIU students involved with MABRRI. Each year as the program expands we hope to add more lakes within the RDN to our monitoring program.

Technical Advisory Committee: Matt Bowes (VIU), Pete Law (MVIHES/APLUC), and Sand Robinson (Friends of French Creek)

Funded by: VIU, and the St. John's School of Alberta Legacy Foundation

MABR & MABRRI Projects Budget for 2016-2017

Project	Salaries	Expenses	Meetings	Event Costs	Equipment	Sub Contractors	VIU Overhead	STATUS
Vancouver Island University	\$127,400.00	\$5,000.00						Approved
RDN Wetland Mapping	\$13,500.00	\$1,000.00	\$100.00		\$400.00			Approved
TD Friends of the Environment					\$2,000.00			Approved
Saint John's Legacy Foundation	\$16,200.00							Approved
Canada Summer Jobs	\$30,406.40							Pending
Milner VIURAC	\$3,528.00	\$800.00	\$400.00					Approved
BioBlitz VIURAC	\$3,360.00	\$700.00		\$500.00				Approved
Snuneymuxw VIURAC	\$3,000.00			\$1,000.00	\$1,000.00			Approved
Kelp VIURAC	\$3,320.00	\$800.00	\$500.00					Approved
Dubai Municipality Award	\$10,000.00	\$20,000.00						Pending
TD FEF BioBlitz	\$2,520.00			\$2,000.00				Approved
Home Depot - Orange Door					\$4,000.00			Approved
Island Health Authorities	\$10,800.00						\$1,200.00	Approved
RBC Blue Water Community Action	\$4,250.00							Approved
Parksville Parks Master Plan	\$40,000.00	\$2,500.00		\$2,500.00		\$5,000.00		Approved
REFBC Wetland Mapping	\$31,500.00					\$4,800.00	\$6,000.00	Pending
Destination BC	\$6,000.00	\$5,237.00		\$1,445.00		\$27,198.00		Approved
Parksville-Qualicum Beach Tourism		\$5,000.00		\$1,445.00		\$13,599.00		Approved
Total	\$178,384.40	\$36,037.00	\$1,000.00	\$8,890.00	\$7,400.00	\$50,597.00	\$7,200.00	

AMAZING PLACES PROJECT BUDGET (YEAR 1 & YEAR 2 PROJECTED)

SUMMARY OF AMAZING PLACES PROJECT BUDGET - YEAR 1 (2016-2017)								
			Quoted	Actual				
	Expenses				Income			
	Cost	Units	Total	Total	Source	In-Kind	Total	Item
Project Manager (Monica Shore)			0	0	DBC	7500	23000	Project Management
Lead Coordinator (Michelle Harnett)	20	420	8400	8400	PQTBA		23000	Project Coordination
					VIU Work-Op		2400	
VIU Communications			0	0		2000		Media releases and contacts via VIU channels
Total Admin Costs			8400	8400		9500	48400	
Marketing/Advertising	--	--	1428.56	1428.56				Full page ad in local newspaper (Parksville Qualicum Beach News)
			1575	1575				1/2 page ad in Times Colonist PQB Special Section
	--	--	0	0	\$35/hour x 3 hrs	105		Draft and create Amazing Places page on MABR website
	--	--	528.36	528.36				Printing: Posters, fliers, postcards, brochures
	--	--	12169.51	12169.51				Promotional video creation (The Number)
			420	420				Purchase of aerial footage from Arrowsmith Photography
	60	20	960.75	960.75				Social media campaign management
	90	6	945	945				Social media strategy (public engagement)
	90	8	756	756				Marketing pre-nomination process (social media, posters, consultation)
Total Marketing/Advertising			18783.18	18783.18				
Education	20	40	801.05	900				Interpretative signage - writing (\$800 + 5% GST)
			3465	2100				Interpretative signage - editing (\$3300 + 5% GST)
			1450.4	1450.4				Interpretive signage - hardware - deposit (50%)
			1450.4	1450.4				Balance (50%)
Total Education			5716.45	5900.8				

SUMMARY OF AMAZING PLACES PROJECT BUDGET YEAR 2 (not including funding requested from the RDN)

	Expenses			Income			Item
	Cost	Units	Total	Source	In-Kind	Total	
Project Manager (MABR Coordinator)			0		7500		
Project Coordinator	20	134.5	2690	VIU Work-Op		2400	
VIU Communications			0		2000		Media releases and contacts via VIU channels
Total Admin Costs			2690		9500	2400	
Promotion/Advertising			4567.5				10 short videos on each AP
			2500				Social Media Campaign
			1767.15				News print ads (full page colour)
			1000				Print collateral (posters, flyers, postcards, etc.)
			1500				Launch party at an AP
			0				Social media monitoring
			2000				Iconic "Canada's Amazing Places" poster
			1600				Launch event of AP videos
Total Promotion/Advertising			14934.65				
Education/Partnerships			1500				Youth Engagement (curriculum development, outings)
			0				VIU Master of Arts in Sustainable Leisure Management Engagement (World Leisure Centre of Excellence)
Total Education/Partnerships			1500				
Project Development			500				Website Development - more info, incentives, etc.
			0				Refine quality control assessment tools for APs
			500				Site maintenance
			500				AP visitor experience survey
Total Project Development			1500				
Total			20624.65		9500	2400	

BUDGET: How Requested RDN's NCED Funds Will Be Used (\$10,000)

Targeted Operating Costs	Expenses			Item
	Cost	Units	Total	
Project Coordination	25	140	\$3,500	Coordination and facilitation of community visioning forum and consultation with local businesses
Total Admin Costs			\$3,500	
Planning & Design	25	35	\$875	Development of the Amazing Places Passport Program plan and guidelines
	80	30	\$2,400	Design of Amazing Places passports
			\$2,000	Printing of Amazing Places passports
			\$200	Ordering 40 rubber stamps with the Amazing Places logo
Total Planning & Design			\$5,475	
Events			\$1,025	Venue rental and refreshments for Community Visioning Forum
Total Events			\$1,025	
Total			\$10,000	

PARKSVILLE QUALICUM BEACH

Parksville Qualicum Beach Tourism Association

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ParksvilleQualicumBeach.com

November 19, 2015

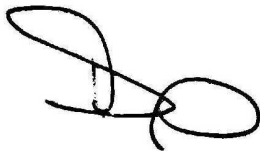
Dear Vancouver Island University Research Awards Committee:

This letter is to confirm that the Parksville Qualicum Beach Tourism Association will apply to Destination British Columbia's new Cooperative Marketing Partnerships Program in order to implement the Amazing Places branding and concept in the Mount Arrowsmith UNESCO Biosphere Region (MABR).

Our application will include \$15,000 from our own organization, which, if successful, will be equally matched by Destination BC, for a total of \$30,000. If we are able to garner additional support and contributions from other regional partners such as VIU, we will be able to significantly increase the amount of matched funds and make an even greater impact.

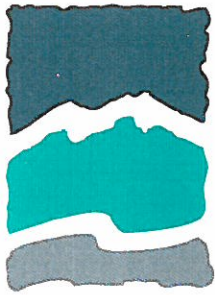
We look forward to working with the MABR on the Amazing Places Project and hope that VIU can be involved through student research made possible by your committee.

Sincerely,



Blain Sepos
Executive Director

REFRESH HERE.



REGIONAL
DISTRICT
OF NANAIMO

March 6, 2015

To Whom It May Concern:

Re: **Mount Arrowsmith Biosphere Reserve - Amazing Places Project Funding**

The Regional District of Nanaimo is a strong supporter of the Mount Arrowsmith Biosphere Reserve and recommends the Biosphere's proposal to undertake an Amazing Places project. The aim of the project is to identify ten sites of special ecological, cultural and historical value within the Mount Arrowsmith Biosphere Reserve, and produce high quality, high-value immersive interpretive experiences based on those sites. Examples of what could be achieved are found on the Fundy Biosphere Reserve's website.

Completion of the Amazing Places project in the Mount Arrowsmith Biosphere Reserve would leverage the important UNESCO Biosphere Reserve brand for the purpose of increasing mid-Vancouver Island tourism. The project would also benefit our community in a number of additional ways:

1. It would aid in community-building insofar as the community will help identify sites and the selected sites will reflect community values;
2. It would foster sustainable tourism development partnerships among community organizations such as naturalist and historical societies, the tourism industry and other regional stakeholders; and
3. It would contribute significantly to the body of educational products available in our region by providing rich, detailed and easily accessible information on the natural and historical character of Biosphere sites, information not typically available to residents let alone tourists.

Please support the Mount Arrowsmith Biosphere Reserve's Amazing Places project.

Sincerely,

Joe Stanhope
Chair
Board of Directors

6300 Hammond Bay Rd.
Nanaimo, B.C.
V9T 6N2

Ph: (250)390-4111
Toll Free: 1-877-607-4111
Fax: (250)390-4163

RDN Website: www.rdn.bc.ca

Amazing Places History

The Amazing Places project began in 2010 with the Fundy Biosphere Reserve and is now thriving in five of Canada's UNESCO biosphere reserves in New Brunswick, Ontario, and British Columbia. The goal of the project is to shed light on the ecological significance of well-loved outdoor spaces and to inspire a new or renewed connection with nature.

Amazing Places in the MABR

The Mount Arrowsmith Biosphere Region (MABR) inspires a positive future for all living species by facilitating collaboration, coordinating participatory research, and supporting environmental, social, cultural, and economic sustainability. Designated as a UNESCO biosphere reserve in 2000, the MABR spans over 2 kilometres from sea to sky, making it extremely rich in biological diversity.

PARKSVILLE
QUALICUM BEACH



Amazing Places are made possible through the generous support of our partners



View from Top Bridge
Photo: Monica Shore

What Are Amazing Places?

The Amazing Places project connects people with nature and helps residents and visitors experience a deeper appreciation of the natural wonders of the region. Each Amazing Place tells a unique story and takes you on a journey that you are bound to remember.

Following the do no harm model, Amazing Places are designated in publicly accessible locations that can handle increased visitation. All Amazing Places were nominated by the public.

Explore Amazing Places in 5 of Canada's 18 UNESCO biosphere reserves



To see a detailed map of Amazing Places and Canadian biosphere reserves visit:
biospherecanada.ca/amazingplaces



Visit the Mount Arrowsmith Biosphere Region's ten Amazing Places and discover hidden magic that has captivated people for time immemorial.

Englishman River Estuary
Photo: Arrowsmith Media



Mount Arrowsmith
Photo: MABR

[facebook.com/MountArrowsmithBR](https://www.facebook.com/MountArrowsmithBR)
twitter.com/MountArrowBR
[instagram.com/mtarrowsmithbr](https://www.instagram.com/mtarrowsmithbr)

mabr.ca/amazingplaces
[#AmazingPlacesMABR](https://www.instagram.com/AmazingPlacesMABR)



- A**
- 1 **MacMillan Provincial Park**
Enter Cathedral Grove, where old-growth Douglas firs abound.
 - 2 **Cameron Lake**
View glassy waters embraced by majestic mountains.
 - 3 **Little Qualicum Falls Prov. Park**
Feel the power of waterfalls cascading down a rocky gorge.
- Explore all pin-points from one coloured group (A, B, C, D) for an amazing day trip.
For a two-day adventure, combine A & C or B & D.

- B**
- 4 **Heritage Forest**
Discover a forest floor alive with fascinating fungi.
 - 5 **Milner Gardens & Woodland**
Experience gardens and winding pathways of colour.
- C**
- 6 **Parkville Community Park**
Explore beautiful promenades and vast sandy beaches.
 - 7 **Rathrevor Beach Provincial Park**
See waves and winds shift sand along shorelines.

- D**
- 8 **Top Bridge**
Follow twisted trails to secret look-outs and rock-faced cliffs.
 - 9 **Englishman River Falls Prov. Park**
Escape through hemlocks and cedars to magnificent waters.
 - 10 **Notch Hill**
Explore Garry Oak and Arbutus meadows by the sea.



The MBR is located within the Traditional Territories of seven First Nations: Snuneymuxw, Snaw-Naw-As, Qualicum, K'ómoks, Ditidaht, Hupacasath, and Tseshaht.

0 1.5 3 6 9 Kilometers

- MABR Boundary
- Roads
- Trans-Canada
- Park Areas
- Mountains
- Highways



To view a Google Maps version of the MBR Amazing Places map, please visit:
mabr.ca/apmap

- Hiking
- Washrooms
- Look-out
- Wheelchair Accessible
- Camping
- Information
- Waterfall
- Partial Accessibility



Photos courtesy of Jessica Reid & Parksville Qualicum Beach Tourism

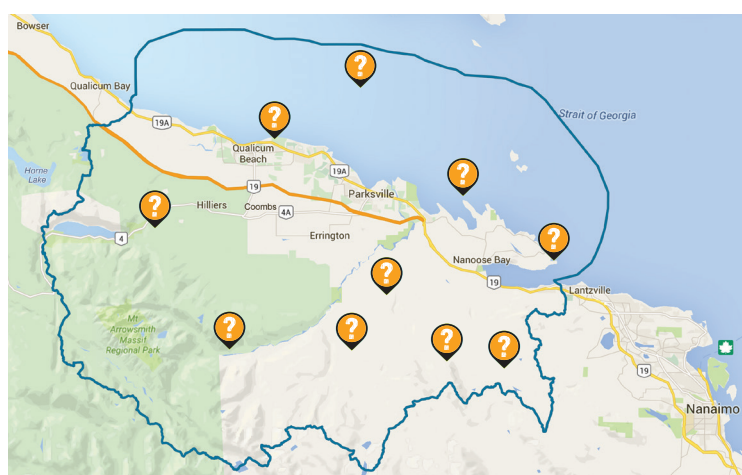
Nominate Amazing Places September 10-30

MOUNT ARROWSMITH BIOSPHERE REGION

The Mount Arrowsmith Biosphere Region, together with Parksville Qualicum Beach Tourism and Destination BC, are taking nominations from residents and visitors alike **September 10-30, 2016** to name Amazing Places within our region.

10 Amazing Places will be selected and promoted as the top places to visit in the Mount Arrowsmith Biosphere Region. These sites will receive interpretive signage providing information about the special ecological value behind the Amazing Place.

Visit us at mabr.ca/amazingplaces to nominate your Amazing Place!



The Mount Arrowsmith Biosphere Region – from Nanoose to Dashwood and from the top of Mount Arrowsmith into the Salish Sea.

SUBMISSION GUIDELINES

- 1 You think it's amazing
- 2 It's publicly accessible
- 3 It has ecological significance



mabr.ca/amazingplaces

Printed locally on 100% recycled paper.



#AmazingPlacesMABR

MABR Adventures in a Backpack

HELPING YOUTH CONNECT WITH NATURE IN THE MABR'S AMAZING PLACES

These *Adventures in a Backpack* were inspired by the Georgian Bay Biosphere Reserve, which launched its Amazing Places initiative several years ago. The goal of these adventures is to help families, youth, and teachers use the Amazing Places as educational sites where kids and teens can discover and appreciate nature and science through outdoor recreation and exploration.

The Mount Arrowsmith Biosphere Region's (MABR) *Adventures in a Backpack* are original creations, developed specifically for the 10 Amazing Places in our region. These activities were produced by undergraduate students from two Environmental Stewardship classes at Vancouver Island University under the leadership of Dr. Aggie Weighill. A special thanks to the students who have allowed us to share these adventures with you!

CLICK ON THE LINKS BELOW TO DOWNLOAD ADVENTURES:

- [Cathedral Grove Scavenger Hunt by Megan Fortune](#) - fun for families
- [Exploring Little Qualicum Falls by Darryl Uhlmann](#) - fun for 11+ years
- [Milner Bug Hunt by Colin Tearoe](#) - fun for 6+ years
- [Notch Navigator \(Notch Hill\) by Taisa Andrushko](#) - fun for 7-12 years
- [Our Tree-mendous Forests \(Heritage Forest\) by Kenzie Schroeder](#) - fun for 6-12 years



Appendix 5:

CENTRAL VANCOUVER ISLAND JOB OPPORTUNITIES BUILDING SOCIETY

Blade Runners 2017-2018

Appendix 5: Blade Runners 2017-2018: Employment Preparation For Youth At Risk

Summary Evaluation

Proponent: Central Vancouver Island Job Opportunities Building Society (CVIJOBS)
Amount Requested: \$10,000
Summary: An employment and economic development program designed to give youths facing multiple barriers practical employment training in tourism and hospitality with the goal of long term attachment to the labour force.
Eligibility: CVIJOBS is an eligible organization. Eligible costs in the proposal include Targeted Operating Costs.
Priority Areas: **Employment and Skills Training:** The proposed project supports the development of a skilled workforce and provides transitional programs for unemployed youth.

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
New and Unique:	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN		N/A
Community Support:	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)		N/A

Project Area: PARKSVILLE QB EA 'E' EA 'F' EA 'G' EA 'H'

NAME OF ORGANIZATION: Central Vancouver Island Job Opportunities Building Society (CVIJOBS)		AMOUNT REQUESTED: \$10,000
MAILING ADDRESS: #110-198 East Island Highway Box 1362 Parksville, BC V9P 2H3		
CONTACT PERSON: Cheryl Dill Executive Director	TELEPHONE NUMBER: 250.248.3205 ext 231 FAX NUMBER: 250.248.2287	E-MAIL ADDRESS: cheryl@careercentre.org

PROJECT TITLE: BladeRunners 2017-2018: Employment Preparation for Youth At Risk
PROJECT DESCRIPTION: CVIJOBS aims to support youth at risk and contribute to economic development in the Bowser to Nanoose regions through an offering of BladeRunners in 2017-18. This program will provide training to multi-barriered youth (15-30yrs) in life skills, work search skills and essential certifications designed to facilitate entry into the tourism and hospitality labour force. Hands-on learning experiences will be included, and program staff will provide customized support to participants to help them secure related employment. The ultimate goal is for participants to gain sufficient skills and experiences that will translate into attachment to the labour force. Please see the attachments for more information. (Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input checked="" type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input checked="" type="checkbox"/> EA 'E' <input checked="" type="checkbox"/> EA 'F' <input checked="" type="checkbox"/> EA 'G' <input checked="" type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: Funds from NCED program will help to reduce the expenses involved in delivering the BladeRunners program. The program's expenses amount to \$64,043 and with grant funding confirmed of up to \$42,000 , a deficit of at least \$22,043 exists. Funding received from NCED will reduce the financial burden for CVIJOBS towards operational expenses for this project. (Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: Funds will be made available from Aboriginal Community Career Employment Services Society (ACCESS) through the Ministry of Jobs, Tourism and Skills Training. ACCESS has guaranteed CVIJOBS \$36,000 for 12 participants. In addition, ACCESS may reimburse up to \$6000 of funding for training expenses directly related to securing employment for participants. (Please attach additional pages as necessary.)

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

<p>EXPLAIN HOW YOUR PROJECT SUPPORTS THE PRINCIPLES AND PRIORITY AREAS OF THE PROGRAM:</p> <p>This program builds skills and confidence for 12 participants who aim to attach to the local labour market sector of hospitality and tourism. Providing trained workers, complete with a variety of entry level skills ideal for this labour market sector, directly benefits employers' abilities to recruit and retain employees. This aligns with the NCED's goal of enhancing economic resilience for the Parksville-Qualicum regions and Electoral areas E,F,G and H. Preparing local youth for the local workforce is an excellent youth retention method, employer recruitment support and a win for the local economy.</p> <p>(Please attach additional pages as necessary.)</p>
<p>LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:</p> <p>1) Enrolment, participation and completion data in the classroom component (4 weeks): This will indicate the level of engagement with unemployed or underemployed youth (15-30years) in our area.</p> <p>2) Hands-on learning experience: Café-style experience for contextual learning and enhanced learner engagement. Participants actively learning for the duration of the experience.</p> <p>3) Employment: Participants engage in work search and achieve labour market attachment.</p> <p>(Please attach additional pages as necessary.)</p>
<p>PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:</p> <p><input checked="" type="checkbox"/> An Organizational Chart illustrating the structure of your organization, including Directors and volunteers.</p> <p><input checked="" type="checkbox"/> A copy of a bank statement showing your organization's name and address.</p> <p><input checked="" type="checkbox"/> A copy of your organization's financial statements for the current year and one year prior.</p> <p><input checked="" type="checkbox"/> A copy of your organization's budget for the current year and one year prior.</p> <p><input checked="" type="checkbox"/> Any supporting materials you consider necessary to communicate your project idea.</p>

<p>SIGNATURE</p> <p style="text-align: center;"><i>Cheryl</i></p>	<p>DATE:</p> <p style="text-align: center;">March 30, 2017</p>
--	---

By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

SUBMIT HARD COPIES TO: NORTHERN COMMUNITY ECONOMIC DEVELOPMENT PROGRAM
 REGIONAL DISTRICT OF NANAIMO
 6300 HAMMOND BAY ROAD
 V9T 6N2

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:	
DATE RECEIVED:	RECEIVED BY:
COMMENTS:	
FUNDING AWARDED: <input type="checkbox"/> YES <input type="checkbox"/> NO	AMOUNT AWARDED:

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

Project Description

The Central Vancouver Island Job Opportunities Building Society (CVIJOBS) endeavours to support youth at risk and contribute to economic development in the Bowser to Nanoose regions through an offering of BladeRunners in 2017-18. This program will provide multi-barriered youth with training in life skills, work search skills and essential certifications designed to facilitate entry into the tourism and hospitality fields. Hands-on learning experiences will be coordinated for participants and program staff will support participants with their work search to enhance labour market attachment.

BladeRunners is an award winning employment programⁱ that is recognized nationally and internationally. It targets at-risk youth (15-30 years of age) and provides them with basic training designed to facilitate entry into the labour force.

As a delivery agent of BladeRunners, CVIJOBS would coordinate work experiences for participants, which lead to employment opportunities. The ultimate goal is for participants to gain sufficient skills and experience that will translate into a long-term attachment to the labour force. All BladeRunners participants receive certified health and safety training, and learn life skills and job readiness skills that help them build self-esteem and confidence. Through workplace training and integration, BladeRunners participants acquire marketable skills that enhance their long-term employment prospects.

The BladeRunners program is partially funded through provincial and federal funds and the Aboriginal Community Career Employment Services Society (ACCESS) in Vancouver has been successful in receiving a large portion of the funding for distributing to communities in need. ACCESS' program director, Tom Galway, has indicated his support to CVIJOBS for delivery of BladeRunners for 2017-18. CVIJOBS was successful in obtaining funds for three previous deliveries of BladeRunners which took place in 2015 and 2016. These program were full to capacity (12 seats each) and all 35 of 36 participants successfully completed. Twenty six of the 36 participants achieved labour market attachment within months of the program completion.

CVIJOBS is a non-profit organization that has been the primary employment services provider within the Nanoose to Bowser area since 1976. CVIJOBS currently delivers employment services at an employment resource centre known as *The Career Centre* and serves approximately 2,400 individuals each year through the Employment Program of British Columbia.ⁱⁱ

The resource-based industries that once dominated the local economy have been surpassed by growth in the retail, sales, tourism, service, wholesale trade, construction, and health and education sectors. 2011 Census information from the National Household Survey (NHS)ⁱⁱⁱ for the Parksville and Qualicum Beach area (commonly referred to as Oceanside) indicates that hospitality and tourism related jobs are in the top three occupational categories capturing a large portion of those employed in this area.

On a provincial level, the BC's Skills for Jobs Blueprint^{iv} outlines the government's initiatives to refocus training and education hospitality and tourism, given the future labour market shortage anticipated. The BladeRunners program is one of those initiatives, mentioned on page 13 of the the Blueprint. In addition, the Ministry of Jobs, Tourism, Skills Training through the Canada-British Columbia Job Fund Agreement identified, as per the attachment, "Jobs in Demand by Region". This document outlines that for the Vancouver Island/coastal region, the hospitality-tourism sector is a major "in demand" labour market.

The Oceanside area is indeed a hot labour market for hospitality and tourism jobs with so many resorts and services organizations supporting visitors and local residents. Graduates from the BladeRunners program will be ready for hire at a time of year when tourism industry is in full force and organizations require entry level employees to support their operations. Many of these employers are open to hiring motivated youth for entry level positions and training them to grow in the organization.

CVIJOBS collaborates with variety of agencies/groups in the Parksville-Qualicum/District 69 Region serving youth including the Society of Organized Services, Associated Family and Community Support Services, Family Resources Association, RDN, Parksville Alternative Secondary School, Discovery Youth and Family Substance Use Services and Ministry Children Family Development. Staff from all of these organizations regularly attend "Youth Link" meetings along with CVIJOBS staff members. Youth Link was started in 2003 by School District 69 staff, representatives from the Ministry of Children and Families and community agencies and organizations to connect the support available in the community for youth and their families.

As in any community, many youth living within the local region are considered at-risk and high-risk because they have many barriers that include high school incompleteness, physical and mental health issues, drug and alcohol challenges, lack of transportation when living in a rural area, problems in the family home. These youth often find it difficult to secure and maintain employment. BladeRunners, recognized for its ability to re-build confidence, skills and labour market attachment has a far-reaching positive impact to the participants and the region.

Describe in Detail what the Northern Economic Development Funds will be used for:

CVIJOBS intends to deliver BladeRunners in 2017-18 targeting at risk youth (15-30 years of age). The program will consist of:

- 1) Four weeks of classroom training, including life skills and job readiness skills that will help participants build self-esteem and confidence. The training will focus on the essential skills and certifications that participants will require for entry level jobs in the hospitality-tourism sector.
- 2) Hands-on, project-based learning: Café-style experience for contextual learning and enhanced learner engagement.
- 3) Participants would receive a weekly training stipend based on daily participation in the four weeks of the program.

- 4) One month wage subsidy opportunity: Employers hiring a BladeRunners graduate can receive 50% reimbursement for one month of wages for that graduate.

Funds from the NCED Program will help reduce the expenses involved in delivering this BladeRunners project. More specifically, the funds will enable CVIJOBS to hire program staff to organize the delivery of the program and cover a portion of the program facilitation. The success of the program is highly dependent on excellent support to participants during recruitment, program delivery and work search. Participant attachment to the local labour market is the goal; it is essential to ensure that experienced program staff will collaborate with potential employers of BladeRunners graduates.

The project budget below provides details related to the program expenses and funding source:

CVIJOBS BladeRunners Budget	
Revenues	
ACCESS Funding Foundation program (12 participants)	\$ 36,000
ACCESS Funding Enhancement program	\$ 6,000
Total Funding from ACCESS	\$ 42,000
Expenses	
Staffing: Coordination, Facilitation, Administration	\$ 26,773
Participant Training Stipend	\$ 4,800
Transportation costs	\$ 1,200
Employer/Participant Wage Subsidy	\$ 13,200
WHMIS training	\$ 780
Level 1 First Aid training	\$ 1,200
FoodSafe Training	\$ 960
Serving It Right	\$ 1,320
Cashier Training	\$ 1,800
Barista Training	\$ 1,320
Beyond Customer Service	\$ 1,320
WorldHost	\$ 360
Work Clothing & Footware	\$ 2,400
Guest honoraria	\$ 100
Recognition activity	\$ 240
Breakfasts and Lunches	\$ 2,520
Advertising	\$ 1,000
Insurance	\$ 1,000
Classroom materials and supplies	\$ 1,500
photocopying	\$ 250
Total Expenses	\$ 64,043
Deficit	-\$ 22,043

Explain how your project supports the principles and priority areas of the program.

This program builds skills and confidence for 12 participants to better enable their attachment to the local labour market sector of hospitality-tourism. Providing trained workers, complete with a variety of entry level skills and certifications ideal for these labour markets directly benefits employers' abilities to recruit and retain employees. This aligns with the RDN's goal of **enhancing economic resilience** for the Parksville-Qualicum regions and Electoral areas E, F, G and H. Preparing youth for the local workforce is an excellent **youth retention method** and a win for the local economy.

This project will **facilitate cooperation** between CVIJOBS, local employers, local training organizations, and community organizations such as School District 69 (PASS-Woodwinds), Family Resources Association, and Society of Organized Services who also support youth at risk. Finally, the project addresses the priority area of **employment and skills training** because it serves as a transitional program for unemployed youth.

ⁱ See <http://www.accessfutures.com/bladerunners/>

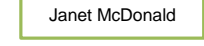
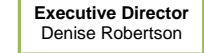
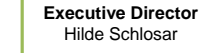
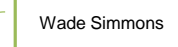
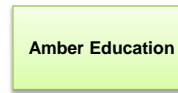
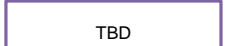
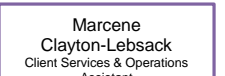
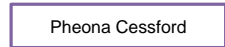
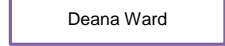
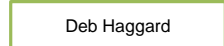
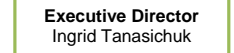
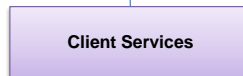
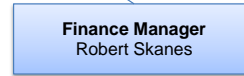
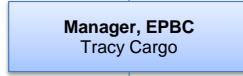
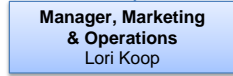
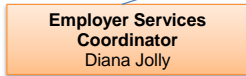
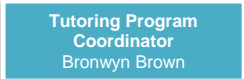
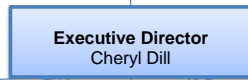
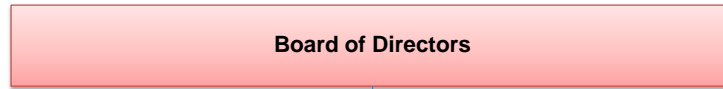
ⁱⁱ See <http://www.careercentre.org/>

ⁱⁱⁱ See <http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CMA&Code1=939&Data=Count&SearchText=Parksville&SearchType=Begins&SearchPR=01&A1=All&B1=All&TABID=1>

^{iv} https://www.workbc.ca/getmedia/4c54646a-93fa-4566-b148-f43a3f27b240/Booklet_BCsBlueprint_web_140428.pdf.aspx

CVIJOBS ORGANIZATIONAL CHART

(With the inclusion of Subcontractors)



Appendix 6:

PARKSVILLE AND DISTRICT CHAMBER OF COMMERCE

Mid Island Tech Forum

Appendix 6 – Parksville & District Chamber of Commerce - Mid Island Tech Forum

Summary Evaluation

Proponent: Parksville & District chamber of Commerce. (P&DCC)

Amount Requested: \$15,000

Summary: In Partnership with the Qualicum Beach Digital Media Studio, Vancouver Island University, Mid Island Business Initiative and Makerspace Nanaimo, the P&DCC will host a technology forum designed to attract attendance from families where one earner generates revenue through the use of technology to demonstrate the attractiveness of the mid-island region with the intent of encouraging relocation. Marketing will be focused on tech workers in the Greater Vancouver region, Calgary and the US West Coast. The forum will consist of activities for the entire family including but not limited to robotics, entertainment, high quality keynote speakers on a variety of current tech topics and a trade show of existing local tech companies and infrastructure providers. The primary activities will take place in Parksville and Qualicum Beach. The trade show participants will come from the entire mid-island region.

Eligibility: Parksville & District chamber of Commerce is an eligible organization. Eligible costs of the proposal include *Events; Plans and Studies;* and Targeted Operating Cost.

Priority Areas: *Business and Employment and Skills Training:*

Evaluation Criteria:

<i>Project Viability:</i>	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
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<i>Financial and Administrative Feasibility:</i>	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
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<i>New and Unique:</i>	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
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<i>Economic Benefit:</i>	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating	✓	

communities		
Will attract business and investment to the Northern Communities of the RDN	✓	
Community Support:	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)	✓	

Project Area: PARKSVILLE QB EA 'E' EA 'F' EA 'G' EA 'H'

EXPLAIN HOW YOUR PROJECT SUPPORTS THE PRINCIPLES AND PRIORITY AREAS OF THE PROGRAM:

See attached.

(Please attach additional pages as necessary.)

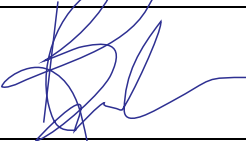
LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:

Economic benefits will come through the attraction of new jobs and businesses that relocate to the Parksville-Qualicum Beach Region as a result of exposure to both the region's lifestyle and existing tech sector. They will take the form of an increase in purchasing, increase in local higher paying employment and an increase in tax revenue through increased population. In addition should attendees not make relocation decisions directly following the forum there is an increased possibility that they will make further visits to the region which will contribute to the tourism economy.

(Please attach additional pages as necessary.)

PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:

- An Organizational Chart illustrating the structure of your organization, including Directors and volunteers.
- A copy of a bank statement showing your organization's name and address.
- A copy of your organization's financial statements for the current year and one year prior.
- A copy of your organization's budget for the current year and one year prior.
- Any supporting materials you consider necessary to communicate your project idea.

SIGNATURE 	DATE: March 29, 2017
By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.	

SUBMIT HARD COPIES TO: **NORTHERN COMMUNITY ECONOMIC DEVELOPMENT PROGRAM**
REGIONAL DISTRICT OF NANAIMO
6300 HAMMOND BAY ROAD
V9T 6N2

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:	
DATE RECEIVED:	RECEIVED BY:
COMMENTS:	
FUNDING AWARDED: <input type="checkbox"/> YES <input type="checkbox"/> NO	AMOUNT AWARDED:

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

Flexibility

The Forum offers potential for sustained regional economic benefit by attracting new residents to the region who have the potential to come a business or a job generating revenue which will be spent in the local economy. That job or business will add to the existing tech businesses and jobs in the region to further enhance the attractiveness for others contemplating relocation for an improved lifestyle. In addition as the attraction focus is on families there is the potential for two tech earners in a family or another family earner with professional qualifications which will contribute to the desired move away from a service sector predominance in the local economy to a balance with the addition of increased creative sector employment. Families also have the potential to come with children to increase our school population

Foster Diversification

Attendees being targeted will contribute to diversification in the local value-added economy, creating opportunities for transition in traditional industrial sectors by increasing the number of jobs and opportunities in the higher paying creative sector. In addition the current service sector or tourism related positions will be enhanced through the introduction of families who may need several visits to make the decision to relocate and/or their communication to friends, extended family and co-workers/colleagues will broaden the region's attractiveness as a tourism destination.

Cultivate the Entrepreneurial Spirit

The tech community hold entrepreneurialism as a basic tenet of everything they do. Through the attraction of tech innovators and the demonstration of existing tech innovators the Mid Island Tech Forum will increase the number of entrepreneurs in the Mid Island region and enhance existing tech entrepreneurs by developing a critical mass of tech jobs and businesses. This will not only increase the number of jobs and the correlated contribution to the overall economy but it will also increase productivity as that critical mass will include a talent pool with the necessary skills to work within the existing tech environment.

Support Innovation in Science and Technology

Science and technology are essential economic drivers, providing new solutions to environmental challenges and improving efficiencies in existing sectors. The forum will contribute to the generation of economic opportunity through innovation in science and technology.

Facilitate Cooperation

The Parksville & District Chamber of Commerce recognizes the benefit of partnerships in all that we do. In order to achieve real results from the Mid-Island Tech Forum we have been fortunate to attract participation from organizations in the region with the required knowledge, contacts and skills to contribute to and increase the viability and success of the forum.

From a financial perspective we are seeking funding from multiple sources including The Regional District of Nanaimo, Island Coastal Economic Trust, participants through an entry fee and the existing tech workers and businesses.

Create Regional Benefits

The Mid Island Tech Forum addresses the regional economic development need of enhancing a growing the local technology and science sector which will produce economic benefits that stay within the Parksville-Qualicum Beach region, and result in a measurable economic impact in the region.

Priority Areas

The Mid Island Tech forum will contribute to Employment and Skills Training through the attraction of skilled workers in the science and technology sector which will in turn lead to the development of a skilled workforce adapting to the emerging trends of the 21st Century;

Assistance for Start-ups and Self Employment

The success of the Mid Island Tech forum in attracting new creative sector jobs and businesses to the region will assist existing small technology and science businesses with the development of business strategies, networking, and market research through the introduction of new businesses with new ideas and greater capacity to generate new ideas and concepts. In addition through an increase in the number of science and technology jobs and businesses there will be improvements in the acquisition of information, business technology and communications systems.

Renewable Energy and the Green Economy

The Mid Island Tech forum will attract individuals who recognize the benefits of renewable energy systems and will enhance the opportunities for investment and job creation in renewable energy, conservation and low carbon sectors.

High Tech Sector

The Mid Island Tech forum will promote development within the high tech sector by attracting high tech businesses to the region which will in turn support events and education, and establish business networks within the sector.

Tourism and Recreation

The Mid Island Tech forum will attract more visitors with enhanced communications, advertising and outreach to draw people to the region. The Mid Island Tech forum is a or unique event that showcase the region's recreational, environmental and tourism amenities.



2016-2017 Organization Chart

